



Job Description

Job Title: Digital Marketing Manager (Maternity Cover)
Department: Marketing and Admissions
Responsible to: Director of Marketing and Admissions
Last reviewed: November 2024

Job Outline

Haileybury is a leading co-educational independent boarding and day school in Hertford with over 400 staff and some 920 pupils, aged 11 to 18. We are a large innovative and progressive educational organisation with increasingly complex internal and external communication needs.

We are seeking to appoint an experienced and highly motivated Digital Marketing Manager to support a period of maternity leave within the department. The ideal candidate will be someone with a track record for delivering marketing and communications campaigns that get results. This person will form an integral part of the School's Marketing team with responsibility for developing and implementing effective strategies that promote a positive public image for Haileybury on digital platforms. This role involves crafting engaging content, developing content plans, and ensuring consistent messaging across various channels.

This role is a key player in the Marketing and Admissions team and will have a strong understanding of key marketing principles combined with an emotional intelligence to produce content for a diverse audience. They will be passionate and creative about digital content and have the ability to write effectively on a variety of subjects and for different age groups. The post-holder must be able to demonstrate initiative and have a proactive approach.

Reporting to the Director of Marketing and Admissions, the Digital Marketing Manager will work all year round. By the nature of the role, the post-holder will be required to work such hours as are reasonably necessary in order to fulfil the duties in a professional manner. Attendance at some events that take place outside of usual working hours will be necessary.

Purpose

The purpose of this job description is to set out the current principal duties of the post. It does not detail every individual task, and employees are required to undertake such tasks and duties as are allocated to them from time to time in accordance with the role. This job description will be reviewed annually as part of the School's annual performance review process.

Key Responsibilities

Digital Marketing

- Collaborate with the Director of Marketing and Admissions to develop marketing strategies to target key markets. Create and implement comprehensive digital marketing plans that align with the School's overall marketing objectives.

T +44 (0)1992 706 379
Haileybury Hertford SG13 7NU

haileybury.com
Registered charity number 310013

- Leverage digital channels, such as social media, search engine marketing, email marketing and content marketing, to raise the School's profile and attract qualified leads.
- Distil data for social media, digital advertising and website analytics into succinct and clear monthly reports.

Content creation and management

- Create high-quality and engaging content for social media, newsletters, blog posts, website news, the yearbook, award submissions and other digital channels to foster engagement, increase followers and promote key values and unique attributes. This includes overseeing and approving content set forth by the Social Media Officer.
- Monitor and respond to comments of specific concern, messages and enquiries via social media in a timely manner.
- Ensure all content is optimised for search engines and aligns with the School's brand guidelines.
- Generate and manage briefs and schedules for external photographers and videographers, including requests from stakeholders.

Website management

- Oversee the School's website, ensuring it is visually appealing, user-friendly and provides accurate and up-to-date information for prospective pupils and their families.
- Collaborate with web developers to implement necessary updates and improvements.
- Monitor website analytics, track user behaviour and identify areas for optimisation.
- Oversight of all Haileybury domains.

Online advertising and PPC campaigns

- Work with our external digital advertising agency to plan and execute online advertising campaigns, including Pay-Per-Click campaigns, to reach targeted audiences and increase brand visibility.
- Monitor and analyse campaign metrics, making data-driven decisions to optimise campaign effectiveness.
- Maintain presence on all third-party sites by managing all online profiles and ensuring all facts and messaging are current on all directories and listings.

General

- Understand the competitive marketplace in which Haileybury operates and keep up to date with the activities/positing of other independent schools.
- Direct management and development of the Social Media Officer.
- Work with the Director of Marketing and Admissions to ensure collaboration and sharing of best practice with all Haileybury Partnerships.

Other Requirements

Safeguarding and Child Protection

All employees must be aware of their responsibilities for promoting and safeguarding the welfare of children and young persons with whom they may come into contact whilst at Haileybury. Employees must comply with the School's Safeguarding and Child Protection Policy and must be familiar with how to raise

any safeguarding or child protection concerns.

Health and Safety

In accordance with the Health and Safety at Work etc. Act 1974 and associated legislation, all employees must comply with relevant health and safety procedures and guidance at all times. They must be familiar with, and assist the School in the implementation of, its Health and Safety Policy which is available on the School Portal.

Employees must also adhere to any requirements arising from, or relating to, any relevant risk assessments, Control of Substances Hazardous to Health (COSHH), PPE, and manual handling. Specifically, employees must carry out all duties in a manner which does not endanger themselves or others.

Equality, Diversity and Inclusion

Employees must comply with the School's equality, diversity and inclusion policies and practices in force from time to time and must carry out their duties in a manner which does not discriminate against any person on the grounds of any protected characteristic.

Code of Conduct

Employees at Haileybury are expected to work together cooperatively showing respect, courtesy and helpfulness to others at all times. Employees should work to actively support and promote the School's positive ethos and culture, and must act in accordance with the School's Staff Code of Conduct.

Data Protection

All employees must comply with the School's Data Protection Policy, and must carry out their duties in a manner which is consistent with this policy and data protection legislation generally.

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Person Specification

	Essential	Desirable
Qualifications		
Educated to A Level or equivalent.	✓	
Relevant qualification within the field of expertise required.		✓
Knowledge, Skills and Experience		
Previous experience in a marketing communications role, demonstrating expertise in content creation and media relations.	✓	
Strong interpersonal skills and outstanding written and verbal communication.	✓	
Familiarity with social media apps and software, digital communication tools, content management systems, Google, Canva and Adobe would be considered an asset.	✓	
Previous website experience and familiarity with WordPress.	✓	
Proven success in handling a diverse and challenging workload while consistently adhering to deadlines.	✓	
Knowledge of the Independent Schools Sector.		✓
Strong attention to detail to ensure high-quality output in all communications.	✓	
Personal Attributes		
A proactive attitude with the ability to work independently or as part of a team.		✓
Positive and creative self-starter who seeks and creates marketing opportunities rather than waiting for direction.		✓
A passion for social media.		✓