



Job title:	Marketing Lead - Kent Cavendish Schools
Main purpose of job:	This marketing lead role will take responsibility for marketing delivery across Cavendish Education schools in Kent.
Position reports to:	Head Teachers, Cavendish Marketing Director
Responsible for:	None
Location:	Equal amounts of the week (eg 1.5 days) to be spent at Ripplevale Deal and Broadstairs, Ripplevale Rochester, Lifeskills Manor (Sandwich), Lifeskills Enterprise (Margate)
Disclosure level:	Enhanced

Main Responsibilities and Role

Marketing planning and delivery

- Develop and deliver an annual marketing plan for each school, working closely with the Headteacher and senior leadership team to identify priorities, opportunities and admissions needs.
- Take day-to-day ownership of marketing activity across the four schools, balancing competing priorities and ensuring each school receives appropriate and proactive marketing support.
- Implement Cavendish's Brilliant Basics marketing standards and ensure activity reflects agreed brand, tone of voice and visual identity.
- Understand the individual character, strengths and audiences of each school and translate these into relevant and engaging local marketing activity.
- Plan and deliver campaigns to raise awareness, generate enquiries and support pupil admissions.
- Identify opportunities to promote each school within its local community and among relevant professional and referral audiences.

Content and communications

- Develop a regular pipeline of engaging content and stories from across each school, celebrating pupil achievement, school life, expertise and outcomes.
- Write, edit and produce content for a range of audiences and channels, including websites, social media, newsletters, email communications and printed materials.

- Work proactively with school staff to identify stories, achievements, events and activities that can be used for marketing and communications.
- Produce or coordinate photography, video and other creative content, ensuring appropriate permissions and safeguarding requirements are followed.
- Support school communications to parents, prospective families, referrers and other stakeholders where required.

Websites and digital marketing

- Take responsibility for keeping each school's website accurate, current and engaging, regularly reviewing content and identifying opportunities for improvement.
- Create and publish news, events, vacancies and other website content.
- Maintain content calendars across the four schools to ensure a consistent and Manage day-to-day school social media channels, including creating, scheduling and publishing posts and monitoring engagement.
- Monitor website, social media and campaign performance and use data to inform future activity.

Admissions and school growth

- Work closely with Heads, admissions colleagues and other school staff to ensure marketing activity supports pupil recruitment priorities.
- Develop marketing activity around open days, tours, events and other opportunities to engage prospective families and professional referrers.
- Ensure prospective families and referrers have access to clear, accurate and reassuring information throughout the enquiry and admissions journey.
- Develop appropriate marketing collateral including information packs, presentations, signage, banners and other materials.
- Support schools in developing relationships and visibility with local authorities, professional referrers, feeder schools and relevant local networks, where appropriate.

Events and local engagement

- Plan and support school open days, exhibitions, conferences and other marketing or engagement events.
- Coordinate the marketing and promotion of events before, during and afterwards.
- Identify opportunities for schools to build their profile within their local communities and relevant professional networks.
- Represent schools at events and exhibitions where required.

Brand and marketing materials

- Ensure the Cavendish brand is implemented consistently and appropriately across all four schools while retaining each school's individual identity and character.
- Create, commission and coordinate marketing materials including print, signage, displays, branded materials and digital assets.
- Brief and manage designers, photographers, videographers, printers and other external suppliers where specialist support is required.

- Ensure marketing materials are accurate, high quality, on brand and provide good value for money.

Budgets, reporting and effectiveness

- Manage and monitor agreed marketing budgets across the schools, ensuring expenditure is aligned with priorities and represents good value.
- Maintain appropriate records of marketing activity, expenditure and results.
- Monitor key marketing measures including enquiries, website performance, social engagement and campaign activity.
- Provide Heads and senior leaders with regular updates on activity, results and recommendations.
- Use insight and feedback to continually refine activity and identify where marketing effort will have the greatest impact.
- manageable flow of activity.

Working multi-site

- Build strong working relationships with the Headteacher, senior leaders, admissions teams and key colleagues within each of the four schools.
- Establish a regular working rhythm across the schools, including planned school visits and dedicated time for delivery.
- Manage multiple projects, deadlines and requests simultaneously, prioritising activity according to admissions needs, agreed marketing plans and likely impact.
- Be visible and proactive within each school, developing a good understanding of its pupils, provision, culture, strengths and local market.
- Create efficient ways of working across the four schools, identifying where activity, resources or approaches can be shared while ensuring marketing remains relevant to each individual school.
- Act as the principal day-to-day marketing contact for the four schools, taking ownership of activity from initial idea through to delivery.

Communications and Liaison

- To communicate effectively with colleagues and external contractors as appropriate.
- To communicate effectively with the parents of pupils as appropriate.
- To follow agreed policies for communications in the school.

Management of Resources

- To ensure that when purchasing goods and services value for money is always considered prior to purchase.
- To co-operate with other staff to ensure a sharing and effective usage of resources to the benefit of the schools, departments and Cavendish Education.

School Ethos

- To play a full part in the life of the school communities, supporting distinctive mission and ethos and to encourage staff and pupils to follow this example.
- To actively promote the school's corporate policies.
- To comply with the school's Health & Safety Policy and undertake Risk Assessments as appropriate.

General Duties

- Carry out any other duties, commensurate with the post, which, from time to time, may be necessary for the good order of the schools, as directed by the Headteacher.
- Attend training sessions and meetings as required in School and at Head Office.
- To actively engage in the Performance Management Review process.
- To understand and demonstrate practice of equality and diversity.
- To work in accordance with the group's agreed policies and procedures.
- To undertake your personal Health and Safety responsibilities within the HASAWA 1974.
- To undertake any other duties that are reasonably assigned to you commensurate with the level of the post.

The above outlines the main duties and responsibilities of the post but may not identify each individual task to be undertaken.

Child Protection and Safeguarding

- To make yourself aware of all relevant school policies and ensure that you abide by Ripplevale School's Child Protection Policy which contains the names and points of contact for all relevant agencies.
- To participate in all Child Protection training required by the school, or any other mandatory training as required.
- To immediately report any incidents of a child protection nature to the school's Designated Safeguard Lead, the Headteacher or the Directors.

Failure by a member of staff to report actual or suspected physical, sexual or emotional abuse or neglect of a pupil is a disciplinary offence.

Signatures

Cavendish Education will undertake to make any reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for an employee who develops a disabling condition.

This job description is current at the date below but will be reviewed on an annual basis (or as need arises) and following consultation with you, may be changed to reflect or anticipate changes in the job requirements which are commensurate with the job title and grade.

Signed	Name	Date	Designation
			Marketing Lead
			Marketing Director