

st Chris

A day and boarding school for boys and girls aged 3 – 18. Asking interesting questions since 1915.

Marketing and Communications
Manager

40 Hours per Week
52 Weeks per Annum

Apply by Monday 10 February 2025

**A dynamic and
rewarding place
to work.**

Hello! Thank you for taking an interest in our Marketing and Communications Manager role. At St Chris, we embrace the challenges of the modern world which necessitates the asking of interesting questions.

This job pack contains more details about what this position involves, personal specifications and total reward.



Marketing and Communications Manager

Salary

£39,254 - £44,949

Point 34 - 39 on the Professional Services Salary Scale. Salary is dependant on skills and experience.

Contract

Monday - Friday 08:00 - 17:00

40 hours per week, 52 weeks per annum

Part-time/job share will be consider for this role.

Location

Predominantly on-site, Letchworth Garden City Hertfordshire.

Life at **stChris**

St Chris is an independent day and boarding school for girls and boys aged 3 to 18 located in Letchworth Garden City, Hertfordshire. Our School was established in 1915 and, since then, has been working to do things differently if, and only if, it makes things better for our students.

There are currently around 500 pupils on roll and 200 staff.

St Chris seeks to be a continuously developing community of children and adults working together to enable everyone to achieve their best. All are valued as individuals and encouraged to develop curiosity, competence, judgement, kindness and courage. St Chris seeks to prepare pupils for happy and fulfilled lives in the service of others.

We treat young people as individuals, encouraging them to develop into capable, imaginative, responsible people with a zest for life.

Purpose of the Role

To work with the Director of Marketing and Admissions to implement the strategy for the attraction, recruitment and retention of students and families across the school, through delivering multi-channel marketing strategies to generate leads, build the school's reputation and manage the brand, supporting the growth of the student roll.

Line Management Responsibility

This role will not have line management responsibility and will report to the Director of Marketing and Admissions.



“
Seeing the students thrive and overcome difficulties is the most rewarding part of the job.”

Kirsty Baker, SEMH Pastoral Assistant

What will the Marketing and Communications Manager do?

Here's an overview of the Marketing and Communications Manager's responsibilities and how they will be involved in the day-to-day running of the school.

Key accountabilities and responsibilities of the role:

The Marketing and Communications Manager oversees the delivery of high impact recruitment and awareness campaigns for St Christopher School for the Nursery, Junior School, Senior School and Sixth Form. Continued growth in high-quality admissions enquiries is the key performance indicator.

They will also support the delivery of communications activities with current parents, students, staff, alumni and our local community to aid our retention, internal communications, outreach and fundraising goals.

They will use their skills as a confident writer, photographer and video editor, able to quickly turnaround stories and ideas, while managing multiple deadlines to take the role of 'investigative journalist' when it comes to uncovering the many good news stories across the school to showcase our unique identity and to promote our values and objectives.

They will seek out opportunities to improve and develop our practices and procedures, and be results focussed while being an active and flexible member of the Marketing and Admissions Department, willing to get involved in all areas of this busy department in order to support the wider team.

Strategy and brand management

- Work closely with the Director of Marketing and Admissions to lead on the development, delivery and evaluation of multi-channel marketing strategies to support the recruitment and retention of students to the Nursery, Junior School, Senior School and Sixth Form, from the UK and internationally;
- Deliver campaigns that are true to St Chris's brand and values, and set the school apart in the marketplace;
- Identify, plan and directly create or commission external suppliers to create relevant content (photography, video, audio, graphic, 360 virtual tours, virtual events) to improve the reach and impact of our message;
- Work with our media agencies to book and manage annual advertising campaigns (print, OOH, digital), ensuring all artwork deadlines are met on time. Manage the relationship with the agencies;
- Monitor performance of all marketing and communications activities (including data and analytics for website, social media and digital and print/OOH campaigns, open day attendance and feedback) and report on key metrics such as reach, engagement and campaign return on investment. Support the department by contributing to reporting on student acquisition and retention KPIs;



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- Have oversight of marketing activity across all school departments, providing guidance and support when necessary, ensuring that all communications are in line with the school's agreed guidelines. Lead on the development and maintenance of the school communications style guide;
- Keep abreast of market intelligence across the independent education sector and within the field of marketing and communications and undertake regular competitor analysis, to feedback to the team any changes in strategy that may be required;
- With the Director of Marketing and Admissions develop and deliver the school's three year rolling research programme with its parents and admissions pipeline with the goal of ensuring that St Chris is a 'listening' school;
- Ensure that the school's communications content meets accessibility, security and legal requirements, data protection and copyright, and to established standards of best practice.

Digital Marketing

- Implement an effective digital marketing strategy to raise awareness of and drive engagement with St Chris, with the goal of increasing student recruitment and retention;
- Plan, create, manage and evaluate all content - including audio, video and images - for distribution across our organic and paid digital channels (social media, website, advertising platforms) working with agencies/freelancers where required to ensure the effective placement of ads and effective SEO. Develop an appropriate awareness and engagement plan for each social media channel ensuring content remains fresh and engaging;
- Support the development of our website. Be responsible for the ongoing management of the school's website, with responsibility for its continual evolution, update, and ongoing accuracy. Maintain and develop dynamic, engaging website content;
- Take the lead on producing a range of content, including e-newsletters and news articles to support both recruitment and current parent communications; develop and drive the content for the school's weekly newsletter to stakeholders: The Roundup
- Support the development of the parent portal and parent communications;
- Monitor mentions of the school across third party digital sites and forums, and develop a strategy to encourage online reviews;
- Update directories and listings.

Communications and PR

- Identify, gather and tell stories from across the organisation, from Nursery to Sixth Form and alumni, across digital and traditional platforms in support of the school's strategy to continue to embed the values and key characteristics of the school. Attend key events (which may be during evenings and occasional weekends) in support of this;
- Work closely with teaching staff to develop student and alumni profiles and success stories.
- Implement a PR strategy by developing the school's media database and targeting key publications with editorials and press stories;
- Communicate news and events with all stakeholders, including with current parents and staff.
- Develop communication campaigns for alumni and partnership activities.



Design and Print

- Supported by external graphic designers (or through use the Adobe Creative Suite/Canva) develop and update marketing publications, promotional items and advertising collateral, ensuring design is fresh, on brand, creative and accessible and that they clearly meet our communications and recruitment/retention objectives.
- Ensure that projects are completed accurately, on deadline and to budget;
- Manage stock control.

Events

- Liaise with the admissions team, providing support to them and assisting with the creation and production of any marketing materials required in advance or open days, assessment days, feeder school events, international recruitment events and other key admissions events;
- Together with the admissions team, support the development of consistent and appropriate information for our feeder schools and nurseries;
- Together with the team, support the planning and delivery of these events to develop the school's profile and to increase recruitment, attending these events where necessary together with Admissions colleagues;

Additional Duties

- Manage all relevant suppliers, overseeing the tender process and contract negotiation as appropriate.
- Collate Parent Photographic Data Protection preferences and manage the school's image library.
- Ensure all activity is delivered on time and to agreed budgets, and seek to maximise effectiveness of expenditure.
- Be proactive in identifying training requirements to stay up to date with developments in the field.
- Keep up to date on all matters, including whole school information, which relate to the marketing of the school.
- Build strong relationships with teaching and professional services colleagues across the school.
- As required, deputise for the Director of Marketing & Admissions at events, meetings and presentations.
- Demonstrate a continual commitment to safeguarding and promoting the welfare of children and young people to uphold St Chris policies to protect and safeguard students in order to secure their health, safety and wellbeing.
- Demonstrate a continual commitment to the promotion of equity, inclusion and diversity initiatives and the sharing of best practice in line with St Chris Equal Opportunities policy and procedures.
- Ensure the highest degree of confidentiality and data protection of all material

This job description is not contractual or exhaustive but reflects the type and range of tasks, responsibilities and outcomes associated with the role. The post holder will be expected to also complete any tasks, as requested by their manager.





stChris

Person Specification



Qualifications, training and experience

- Qualifications: Degree or relevant professional qualifications in marketing or communications disciplines;
- Significant experience in a results-focussed marketing and communications role, with commercial awareness;
- Campaign/project management experience and experience of managing marketing suppliers including designers, photographers/videographers and media buying agencies;
- A passion for social and digital media, with experience in managing digital channels on behalf of an organisation (both social media and websites);
- Demonstrable experience of running communication campaigns to support the success of a commercial organisation;
- A good understanding of the independent schools' sector in the UK and internationally

Skills and abilities

- Exceptional communication skills, with a flair for copywriting for external and internal audiences, photography, videography and design. Strong editing and proofreading skills with a focus on accuracy and detail;
- Excellent organisational skills and general business skills, including research, preparing reports and proposals;
- Excellent ICT skills, and a willingness to maintain and continuously develop technical proficiency, and evaluate and advise on emerging online trends, technology and tools;
- Demonstrable proficiency in Adobe Creative Suite or other creative publishing packages.
- Proficiency in website CMS management and social media scheduling and reporting tools.
- An excellent grasp of customer service principles and a natural customer champion;
- Determination to authentically promote the success of the school;
- Creative and innovative – both in terms of design and problem solving skills;
- Willingness to maintain a busy schedule with regular evening and weekend commitments;
- Self-motivated and willing to juggle the demands of multiple deadlines and projects with the ability to work autonomously; to multi-task and prioritise on a daily basis in a busy and dynamic environment;
- A team player with a flexible and positive approach to building relationships with all stakeholders, and an enthusiastic, 'can do' attitude, willing to get involved in all areas of this busy department in order to support the wider team;
- Enthusiasm, maturity, flexibility, creativity, self-motivation, integrity and resilience; a discrete and diplomatic nature;
- Open to giving and receiving positive and developmental feedback;
- St Chris is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment.

Benefits of Working at St Chris

“

At St Chris, I have the opportunities and autonomy that I've always longed for.

Sarah Davis, Senior School Registrar



Welcome to St Chris

Schools are - in truth - nothing more than a collection of people working together, and it is on that understanding that all the incredible things achieved at St Chris come to be. So, 'Hello'; and we mean that.

St Chris is a lot of things, all at the same time.

St Chris is an independent school for boys and girls aged 3-18.

St Chris is a community of young people from across the local area, the country, and the world.

St Chris is something unmistakably different from the moment you arrive.

St Chris is an outstanding, modern school with an important, progressive heritage.

1

Pension Scheme

Competitive pension scheme with 8% employer contribution plus an additional up to 4% personal sacrifice matched.

2

Westfield Health Plan

Complimentary opt-in Level 1 Westfield Health Plan with the option to scale up your plan with salary sacrifice.

3

Free Lunch

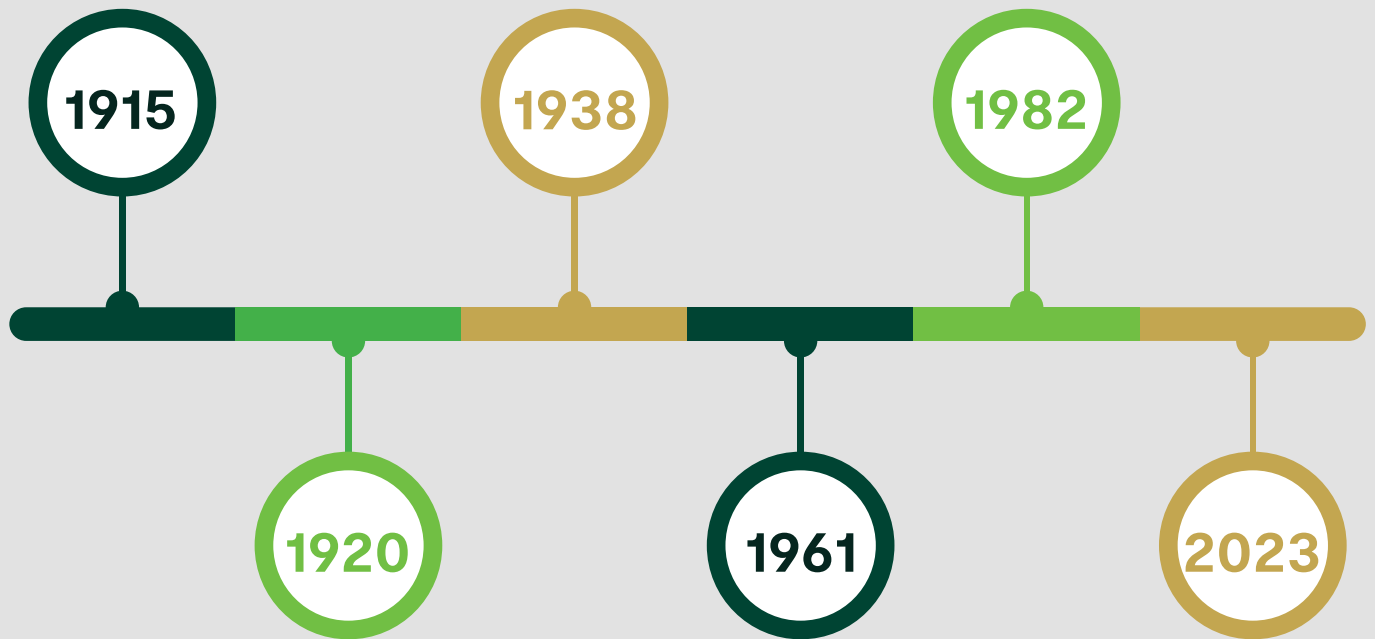
As part of a non-contractual agreement. Free vegetarian lunches are provided to staff during term time.

4

Facilities

Access to the school's on-site swimming pool and gym.

A Brief History of St Chris



St. Chris Established

St Christopher School (then known as the 'Garden City Theosophical School') was established in 1915 by headmaster, Dr. Armstrong Smith, ready for a new style of education.

Initial Meeting of the School Council

The Council consisted of 32 students and staff and met on a fortnightly basis to discuss and legislate on school matters. From December 1920, decisions made by the Council were later ratified by a meeting of the whole school.

Abolishing Uniform

Following a protest in the school magazine, the School Council discusses abolishing school uniforms for boys. The motion is, eventually, passed but no action is taken. During the war, clothing rationing and difficulties for parents meant that uniform was relaxed in 1938.

Swimming Pool Built

Parents contribute an initial £600 towards building the school swimming pool and pupils aim to raise £1000 themselves in 1961. The community pulls together to remove topsoil, excavate and build the pool. By 1968, the pool and changing rooms were completed.

Theatre and Sports Hall Open

A drama festival of eight plays marks the opening in 1982. Over the next decade, the enthusiasm of pupils allowed an average of five school productions each year, ranging from *Twelfth Night* and *Three Sisters* to *Blood Wedding* and *Accrington Paris*.

Present Day

Today, St Chris is a vibrant, thriving community working together. We believe in the benefits of an informal approach underpinned by the belief that all voices, from the youngest member of the nursery to the chair of governors, should be listened to and treated respectfully.



Let's work together.

Piqued your interest? We thought so.

At St Chris, we do things differently to benefit our young people and community. Looking for a new challenge? Looking to have an impact? Searching for a job that gets you thinking?

Apply for this role at www.stchris.co.uk/vacancies.

How to apply

To apply, please complete an application form (we do not accept CVs as an educational institution) and submit this, together with a covering letter to the People team at hr@stchris.co.uk. If you would like a conversation regarding this opportunity, please contact Rhiannon Butlin, Director of Marketing and Admissions on 01462 650850.

Please also complete the Equal Opportunities Monitoring form which will be immediately detached from your application.

St Chris is committed to safeguarding and promoting the welfare of children. Applicants will be subject to child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

St Chris is fully committed to equality of opportunity and diversity and we warmly welcome applicants from all suitably-qualified candidates. We welcome applications regardless of race, colour, nationalist, ethnic or national origins, religion or belief, sex, sexual orientation, gender reassignment, marital or civil partner status, pregnancy or maternity, disability or age.

**The closing date for applications for this role is Monday 10 February 2025.
Interviews will take place on Wednesday 26 February 2025.**