



## MARKETING MANAGER

London, UK

### COMPANY DESCRIPTION

Founded over eighteen years ago, Bellevue Education is a world-class group of schools dedicated to providing the best possible education to children and students aged from 1 to 19 years. Each Bellevue school is run independently, but are united by the same values and commitments to innovation in teaching; investments in teachers, buildings and technology; and exceptional academic results as a natural outcome of a focus on instilling a lifelong love of learning. Bellevue schools are warm, happy and dynamic environments where students are encouraged to aim high, and where they will find everything they need to succeed. The group consists of 21 schools across the UK, in Switzerland and France, with headquarters in London, UK.

### JOB DESCRIPTION

As Marketing Manager working across three of our preparatory schools located in London, you are responsible for the marketing and communication strategy of the schools. Working in close partnership with the Admissions Registrars and with support from the Bellevue central marketing team, you will lead on the implementation of initiatives and activities that drive recruitment, retention and promote word of mouth and parent satisfaction.

The position requires a flexible and goal driven “all-rounder” with an entrepreneurial spirit, a strong work ethic and a drive to build a strong brand presence for the schools you are responsible for. We are looking for a person who is self-motivated, creative and has a sincere interest in other people. With a strong focus on goals and detail-orientation, this role provides you with a great deal of responsibility and autonomy. If you enjoy working hard and are motivated by seeing the results of your efforts, this position will both challenge and inspire you.

In this role you will report directly to the Head of Schools with guidance and support from the Bellevue central team. You will be an integral member of the wider Bellevue marketing team, and benefit from groupwide best practice, training, support, and opportunities to network and share ideas.

This is a full-time position, start date: ASAP

The role will be based at Hampshire Chelsea School in Chelsea, London with regular travel to the other two schools in Wandsworth and Muswell Hill, London.

### THE MARKETING MANAGER IS EXPECTED TO

- Work with the Heads and leadership teams to design an annual marketing strategy based on market research and performance review
- Submit an annual marketing plan and budget allocation aligned to the schools’ strategic development plans and enrolment targets to Bellevue for review
- Develop and implement on a term by term marketing action plan for the schools to support pupil recruitment and retention
- Ensure a strong value proposition and brand differentiation is in place, and a clear communication mix and PR strategy
- Manage the schools’ brand guidelines, assets and TOV, ensuring they are used appropriately by all members of the school communities
- Responsible for the marketing spend, ensuring activities are planned within agreed budgets
- Manage and maintain the schools’ online presence, such as website, social media, listings, with support from Bellevue marketing as necessary



- Collaborate with the Admissions Registrars to maintain an effective admissions customer journey, and ensure that appropriate action is taken to maximise enquiry generation and conversion
- Develop and manage content for the schools; communication channels, such as newsletters, website and social media through collaboration with school staff
- Promote and build good relationships with outside institutions or groups such as nurseries, relocation agencies, and local businesses
- Plan, promote and support the Admissions Registrars with school events such as open days, induction events, school tours and parent events
- Manage school photography and videography, ensuring that the schools' image banks are up to date and effectively communicates the schools' value propositions
- Draft, collate and edit copy for marketing materials including prospectus, parent handbooks, flyers and adverts
- Liaise with printers, designers and suppliers for marketing collateral and digital requirements
- Conduct regular competitor research and analysis to benchmark the schools against competitors
- Ensure groupwide research and insights processes are in place for the schools to identify issues and support parent, pupil and staff satisfaction
- Ensure monthly KPI reporting and monitoring is in place at the schools, and participate in monthly discussions with your Head, registrar and Bellevue group marketing so that the data is being used effectively to guide marketing and admissions actions

#### QUALIFICATIONS AND REQUIREMENTS

- Minimum of 3-4 years' work experience in marketing, PR and communications. It is not essential to have a background in education, but it could be an advantage
- Proven track record of leading and executing successful campaigns and marketing initiatives
- Excellent communication skills with fluency in English
- Working knowledge of using online content management systems
- A team player with strong interpersonal and communications skills
- Organised and able to keep on top of many details and prioritise effectively
- Creative with excellent writing, editing and proof-reading skills
- You will also be extremely sales-minded, energetic and positive
- You have gotten a bachelor degree or completed an education, ideally within marketing or communication (or with another equivalent qualification such as CIM)
- You are an all-rounder and you enjoy doing daily administrative routines as much as creating new marketing ideas or finding solutions to problems

#### RENUMERATION

- Salary: £35,000
- Contribution to pension scheme
- Life assurance
- Professional development
- 25 days holiday