

JOB DESCRIPTION FOR ROLE OF: Marketing Manager

Applications for this role will be assessed when they are received and so BPET reserves the right to close this vacancy at short notice.

SALARY: £30,000 - £35,000 dependent upon experience.

LOCATION: Based at Kilburn Grange School, Priory Park Road, Kilburn, London NW6 7UJ with the flexibility to travel to all BPET schools when required.

All flexible working patterns considered.

Start date: ASAP.

Bellevue Place Education Trust (BPET) operates nine primary schools across London and Berkshire and we have an exciting opportunity for an enthusiastic Marketing Manager to join our dynamic central team. This permanent position is well suited to an individual that is looking to advance their career in marketing as BPET is continuing to expand. All flexible working arrangements will be considered and we welcome applications from people who have previously worked within Education or not.

Who are we?

Our core purpose is to establish, maintain and manage state funded schools. Eight of our schools are Free Schools with one academy convertor schools joining BPET recently. All BPET schools are focused to deliver high quality education provision delivering the best of the Independent and state sector education provision, with a broad curriculum and balanced opportunities for all pupils.

Seven BPET schools are rated as either Good and two are rated as Outstanding by Ofsted. BPET has over 2,900 primary aged pupils and over 320 staff across our schools. All schools are performing in line or well above the national averages for the age group and this has all been achieved by our pupils receiving a wider curriculum offer from the schools, in line with our vision of 'Learn, Enjoy, Succeed'.

This role offers an opportunity to be involved in a variety of projects covering the full marketing mix for our schools. Reporting to The Director of Operations, the Marketing Manager will be responsible for the management and implementation of the marketing strategy and will develop marketing initiatives across all schools and communities that we serve.

The main responsibilities for this role will include:

- Effective development, implementation and monitoring of each school's marketing plan.
- Development and delivery of the BPET Marketing Strategy
- Developing effective relationships with key stakeholders within each school to help achieve agreed marketing targets.
- Tracking and reporting ROI for all marketing activities on a termly basis.
- To support the brand awareness, visibility and successes of each school in its local community to increase visits, applications (first choice) and create full schools.
- To enable staff within each school to have the skills, confidence and attitude to promote their school using their website and social media.
- To support all schools to communicate well with parents, with high quality focused content for schools to promote themselves.
- To work with schools on areas of development specific to their context to enable them to attract high calibre staff, increased number of visitors to view schools and pupils either at nursery, reception or in-year levels.

- Tracking pupil numbers across the schools, with open morning visits, preferences and acceptances after national offer day.
- To deliver BPET wide functions for the CEO, central SMT and Headteachers including but not limited to: newsletters, new parent surveys, annual surveys, website compliance audits, tracking and reporting annual school applications and conversion rates into pupils.
- To undertake BPET-wide initiatives to market it to enable growth, enhance the groups reputation and promote our training hub facilities to generate income.
- Undertaking any other tasks as requested by the Operations Director and BPET SMT.

Person specification:

The ideal candidate will have excellent written and oral communication abilities and a degree or equivalent experience qualification in Marketing. They must be passionate about marketing and eager to learn and develop their career. This position is a great start for an emerging career in marketing or for someone returning to work following a career break.

In order to be considered for this role, applicants must also have the following:

- Exceptional inter-personal skills with the ability to work with staff at all levels.
- The ability to influence at all levels.
- Exceptional attention to detail.
- The ability to write well (and enjoy writing), use Microsoft Office and platforms such as Adobe Creative, Canva and Survey Monkey.
- The ability to successfully manage relationships with external suppliers from initial briefing through to completion of projects.
- A highly organised nature with ability to handle multiple projects at any one time.
- A passion for marketing and a willingness to get stuck in.
- A strong willingness to learn and develop their career.
- Experience of marketing within the education or services industry (ideal but not essential).

To apply for this post, please e-mail an application form with a supporting covering letter explaining why you think you are right for the role to office@BPET.co.uk.

Shortlisted candidates will be invited to an initial interview.

To apply for this position, candidates must be eligible to live and work in the UK on a permanent basis. Bellevue Place Education Trust is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the job, including checks with past employers and an Enhanced certificate through the Disclosure and Barring Service (DBS).