



FARNBOROUGH HILL

WHOLEHEARTEDLY

JOB DESCRIPTION

Marketing Manager

This role will play a key part in shaping how one of Hampshire's leading independent girls' schools is seen by prospective families and the wider community.

General

- To support the aims, values and ethos of the School and to contribute to the implementation of the School's Mission Statement.
- To support the aims and objectives of the Marketing and Admissions Department and to meet objectives which lead to the achievement of those aims.
- To be accountable to the Director of Admissions and Marketing, and to perform such duties as they may reasonably direct, or the Headmistress, including some duties out of school hours.

Responsibilities include:

Developing our Marketing Strategy

- Help develop the School's long-term recruitment and feeder school strategy.
- Use market insight, audience research and admissions data to identify opportunities and inform future campaigns.
- Monitor website, social media and campaign performance, translating data into meaningful recommendations.
- Track external perceptions of the School, identifying emerging opportunities and potential reputation risks.

Bringing the Farnborough Hill story to life

- Plan and deliver integrated marketing campaigns across digital and print.
- Manage and continually develop the School website with fresh, engaging content.
- Creating compelling marketing materials, from prospectuses and publications to digital advertising, signage and promotional literature.
- Plan advertising campaigns and manage media buying to maximise value and impact.
- Oversee our social media channels, supporting the work of the Creative Executive to ensure the School's profile is vibrant, authentic and audience focused.
- Work with our Creative Executive to plan photography and film shoots to maintain an outstanding bank of visual assets.
- Ensure Farnborough Hill is accurately represented across school directories, guides and online listings.

Creating exceptional experiences for prospective families

- Work closely with our Registrar to ensure every interaction with prospective families reflects the warmth and distinctive ethos of Farnborough Hill.
- Coordinate and deliver Open Mornings, Taster Days and other admissions events.
- Support parent and feeder school communications throughout the admissions journey.
- Conduct tours for prospective families, helping them experience our unique atmosphere.

Building relationships beyond the School

- Develop and maintain strong relationships with feeder schools across the region that support recruitment into the School.
- Create imaginative outreach opportunities that build awareness and strengthen partnerships.
- Evaluate the success of engagement activities and identify new opportunities for collaboration.

Raising the profile of Farnborough Hill

- Generate a steady flow of inspiring news stories and digital content.
- Write press releases and support wider PR activity.
- Work alongside the Alumnae and Development Manager to celebrate the achievements of our Old Girls and strengthen alumnae engagement.
- Support the wider Farnborough Hill brand, contributing creative marketing expertise to the work of the Farnborough Hill Foundation and Farnborough Hill Ventures in consultation with the Alumnae and Development and Commercial Managers.
- Champion and protect our brand, ensuring consistency across all communications and providing creative guidance and support to colleagues on projects that influence the School's reputation and external profile.

We're looking for someone with:

- A degree or equivalent professional experience/qualifications.
- Experience in marketing, communications or brand management, ideally within education, charities or a purpose-led organisation.
- Excellent copywriting and storytelling skills with an eye for detail.
- Strong digital marketing experience, including social media, websites and content creation.
- Confidence interpreting data and using insight to improve marketing performance.
- Experience using Adobe Creative Suite (including InDesign) and other creative tools, Microsoft Office and content management systems.
- Excellent organisational skills, with the ability to manage multiple projects simultaneously.
- Strong interpersonal skills and the confidence to build relationships with colleagues, families, partner schools and external agencies.
- A positive, collaborative approach combined with the ability to work independently and proactively.
- Professionalism, discretion and a commitment to representing Farnborough Hill with integrity.