



## JOB DESCRIPTION

Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.

Position Title	Senior Marketing Manager	Reference: JAN2024ADM
Function/Department	Admissions & Marketing	Location: Stamford
Manager Name & Title	Director of Admissions & Marketing	
Position Type	Permanent	
Position Status	Full Time	

### Position Objective

Working closely with the Director of Admissions & Marketing, the Senior Marketing Manager contributes to the development of the Senior Marketing Manager will subsequently develop and project manage multi-channel tactical marketing campaigns,



## JOB DESCRIPTION

Regularly monitor competitor performance to support school development plan and marketing initiatives. Look for ways to strategically differentiate the Stamford Brand in a competitive category, which is relevant and engaging to the key target segments from Early Years to Secondary.

### Digital & CRM Marketing

Act as the primary digital marketing resource for all things digital which include the setting up and management of accounts. Work closely with the Director of Admissions & Marketing and agencies to drive the digital strategy integrated across all channels, keeping a keen eye on ROI and the understanding the customer journey, to maximize results. Refine and revise the digital marketing mix in line with key objectives and budgets. Always be on the lookout for new opportunities to disrupt the market, and gain competitive advantage. Champion the CRM marketing requirements in collaboration with Admissions to meet the sales and nurturing needs for a healthy enrolment pipeline.

### Tactical Marketing and Communications

Project manage with high efficiency, the marketing and promotional activity for the school (including events, digital marketing, advertising, PR, sponsorship etc.) which focuses on prospective parents. Identify and execute relevant community-based initiatives in which the School can play a relevant part, to support awareness / positive brand perception etc. Identify (school and non-school based) feeder relationships within the local community and establish close working partnerships to generate new leads. Work closely with the marketing executive to manage the marketing spend and ensure activities are planned and executed within agreed budgets. Work closely with the Events Manager to organize and promote admissions events (Open Days, Playgroups, etc) and align the required organization support in conjunction with the Educational Leadership Team and Admissions staff. Identify and champion opportunities for enhancement. Develop and manage production of all external marketing collateral including prospectus and direct marketing activities. Management of all PR based media relations relating to promotion of the school including proactive message placement through drafting of press releases and establishing positive relationships with representatives from local media channels to enhance the reputation of the school. Work with the Marketing Director to develop high level copy and content for website and advertorials.



## JOB DESCRIPTION





# JOB DESCRIPTION

## Terms of Employment

Working Hours: 8:00 am 5:00 pm, Monday to Friday  
Annual Leave: 21 working days  
Medical Benefits: