



Marketing Manager

Reports to: Head of Marketing - Orbital Education

Post: Full time position

This is an exciting opportunity for an experienced marketer who is a self-starter, has excellent communication and relationship building skills and who leads by example. The role works with multiple key stakeholders to develop and deliver the marketing strategy for both campuses at Balears International College.

Marketing

Develop and execute the marketing plan to ensure that all KPI's are achieved.

Responsibilities for both schools include:

- 1) Ensure all plans have key stakeholder buy-in and that they meet the business objectives
- 2) Ensure there is a consistent brand message (Vision, Mission and USP's) across all marketing communications and that this is consistent with the Orbital group
- 3) Ensure the website is the key 'shop window' for the school and is constantly updated with news, events and value-added information
- 4) Ensure that we have the right mix of marketing channels to drive both quality enquiries for admissions as well as ongoing parental engagement via constant evaluation of results.
- 5) Track and deliver reporting on all activity including budget spend, consistently evaluating performance with the admissions officers, adjusting activity accordingly to ensure enquiries deliver the right quality of lead.

Admissions

Ensure that the admissions process is optimal to drive enrolments and meet targets including:

- 1) Providing leadership and development to the Admissions officers to ensure continuous improvement from visits to enrolments
- 2) Oversee the management of the admissions process and ensure that all standard operating procedures are being adhered to
- 3) Review and assess admissions reporting with the aim of adapting plans and processes to ensure that the schools are always on target.

Retention

Lead the marketing and admissions approach to increase retention via parental engagement.

- 1) Ensure that the marketing plan focuses on key activities to drive active parental engagement at both schools
- 2) Run regular 'themed' parental focus groups to develop strong relationships and ensure that they have a 'voice' in key areas.
- 3) Ensure that all competitor schools are 'mystery shopped' and information on them is kept up to date with any developments that may offer which could have an impact on BIC
- 4) Drive the objectives and format of the PTA with other key members of staff.



Relationships

Develop strong relationships with all internal and external stakeholders and be a brand ambassador for the school.

Internally

- 1) Set up a clear structure for updating Head Office and Principals on plans and activities that have influenced results
- 2) Set up a structure for meeting with the Senior Leadership Team (SLT) to keep them updated on activities, open days, tours and results
- 3) Take responsibility for key updates and reports for Head Office

Externally

- 1) Developing long term relationships with parents to ensure that we have an open communication channel with them
- 2) Deliver a parental engagement programme to nurture parents' involvement at the school
- 3) Developing strong partnerships with embassies and key businesses to drive enquiries

Job related skills, knowledge and experience

At least 5 years marketing experience including marketing strategy	Essential
Strong leadership skills	Essential
Good knowledge and experience of digital marketing	Essential
Experience of web content management systems	Essential
Strong communication skills – written and oral	Essential
Excellent stakeholder management skills	Essential
Excellent relationship building skills	Essential
Experience of brand and brand positioning	Essential
Bi-lingual (Spanish and English)	Essential
Lead management processes	Desirable
Additional language. e.g. German	Desirable
Knowledge of the international school market	Desirable

Work related circumstances

Please note that this is a split role and the successful candidate will divide their time between the Sa Porrassa and the Sant Agusti Campus and therefore must have the means to travel to and between both locations.

There will be occasions when attending events outside standard school working hours will be required.

The key elements of the role may change from time to time depending on the needs of the schools.