



Role Profile			
Role	Director of Marketing	Department	Marketing and Admissions
Direct Reports	Group Admissions Manager Digital Marketing Manager	Reporting To	Chief Executive Officer

Role Purpose
<p>Responsible and accountable to the Chief Executive Officer for the development and delivery of a groupwide marketing and admissions strategy to achieve annual double-digit organic growth and to support ambitious growth through acquisition and start-up.</p> <p>Working directly with teams located in our schools located globally, the postholder will drive activity and results through the full cycle in planning, developing insights, generating leads, conversion to enrolments, and nurturing existing students for advocacy.</p> <p>The postholder will bring a strong focus on analytics, embedding sophisticated digital capability across the marketing function of the Group. He/she will lead the implementation of a CRM system across all Group schools.</p> <p>The role will develop and enhance the branding and positioning of Orbital Education as a global international schools group. Communications services will reflect the relationship between Orbital and each school in its local market</p>
Key Accountabilities
<p>1. Strategy and planning</p> <ul style="list-style-type: none"> • Design, create and deliver the Group’s strategic marketing plan which aligns with Orbital Education’s wider strategic goals for growth. • Ensure each school’s marketing strategy and annual plans respond to local opportunity and are aligned with the Group marketing plans. • Systematically monitor, review, and appraise individual school marketing and admissions activity holding local leaders to account for results. • Research new territories and conduct market surveys of locations for market entry. Assess opportunities, risks, and provide recommendations in support of M&A activity. <p>2. Lead Generation and Digital Marketing</p> <ul style="list-style-type: none"> • Ensure schools drive growth in awareness, with a major focus on digital marketing, social media, and targeted advertising, to drive growth in traffic, leads and enquiries • Integrate SEM/SEO, analytics, automated mailing and other tools and techniques to capture and qualify leads and to evaluate the ROI of marketing campaigns • Oversee the development of engaging websites, which deliver increased traffic and interest with strong content plans which engage audiences. • Ensure schools develop and nurture indirect channels with feeder schools, agents, the community, expatriates, local business, social and cultural groups. <p>3. Admissions Management and Development</p> <ul style="list-style-type: none"> • Drive admissions activity for student recruitment across the Group to meet and exceed Group targets and KPI’s. • Review improve and implement standardised operating procedures for admissions across the Group, to ensure consistency, effectiveness, and data integrity. • Measure and analyse all relevant aspects of the admissions funnel (conversion rates by stage, lost sales, time in funnel, response rates, etc...) consistently across school sites to ensure data is accurately captured and analysed. • Evaluate, benchmark, and targets performance of individuals and teams at each stage of the funnel. • Implement proactive communications and engagement with families to support conversion. <p>4. Systems</p> <ul style="list-style-type: none"> • Evaluate, select, plan, and drive a project to implement CRM technology to support the achievement of growth targets and ROI in the system.

- Oversee and direct the work of the Group Admissions Manager in ensuring processes and skills of user teams are developed to take full advantage of CRM implementation.
- Work closely with the Group Head of IT to ensure that technical aspects of implementation are delivered on time and on budget.

5. Management Information and Reporting

- Improve and develop the systems surrounding all aspects of reporting on marketing and admissions
- Report monthly to the Orbital Education Board on Group performance against KPI's and targets
- Interpret and evaluate internal data and market intelligence to identify opportunities for improvement and development

6. Brand Development and communications

- Lead the development of a brand strategy, establishing positioning and implementing actions to develop and articulate the brand
- Flex the Group brand to take account of the reputation, and local positioning of existing schools as well as new acquisitions and start-ups for the Group
- Define measures and create targets to determine brand effectiveness. Review and interpret data to assess performance and inform development.
- Lead the development of an integrated marketing communications strategy linking schools, Group, and other stakeholders covering internal and external audiences, thought leadership, PR, and campaigns.

7. Product Management

- Lead work on defining the customer value proposition across the schools
- Work with the CEO to develop unique product offerings across the Group to support competitive positioning.
- Work with the CEO to ensure that service levels and standards meet the expectations of stakeholders.

8. Human Resources

- Define the skills, structures, and roles of local marketing and admissions teams. Support and oversee recruitment, selection and development of team members, to upgrade local capability.
- Work with school Principals and school-based Marketing and Admissions managers to evaluate the performance of local staff and hold them to account
- Directly oversee the work of the Group Admissions Manager and Digital Marketing Manager, set objectives, and evaluate performance.

Person Specification

Skills, Knowledge, and Experience

- Degree qualified with CIM / CAM Qualification or Senior Marketing / Director level Experience
- Substantial experience of leading a successful strategic marketing function, with a track record of formulating and leading the delivery of high-quality services
- Experience in the international schools sector a distinct advantage
- Significant leadership and management experience at Director / senior executive level in multi-stakeholder organisations.
- Strong and specialist knowledge and extensive campaign experience across digital marketing media, social media marketing, content marketing, copywriting & communications management.
- Extensive CRM experience, familiar with multiple CRM packages and approaches. Able to critically examine and monitor customer interactions to realise continuous improvement.
- Proven record or successful financial management and business management, demonstrating strong commercial acumen, and ability to plan and manage substantial budgets which demonstrate ROI.
- High degree of competence senior level communication, stakeholder, and project management – Able to successfully manage organisational change projects.