

Job description: Head of Marketing

The Head of Marketing will lead strategic marketing and brand development across the Trust, raising the profile and appeal of our schools to drive pupil numbers and attract brilliant candidates to work at Ormiston.

You will lead the Marketing Team to support schools to develop and deliver marketing campaigns, manage their websites, and engage different audiences on social media.

You will also act as a strategic advisor to senior leaders across the Trust, and lead marketing for special projects such as new schools joining the trust and key trust-wide initiatives.

Department: Transformation

Manager: Associate Director, Transformation

Location: Home based. National role with travel as required to the Birmingham office, schools and other locations as necessary.

Salary: £66,184 - £71,584

Role and responsibilities

Trust and school marketing

- Provide strategic advice to the National Leadership Group, Education Directors, Principals, and senior school leaders on marketing and brand matters.
- Shape and deliver a cohesive Trust-wide marketing strategy.
- Facilitate and advise senior stakeholders, including the National Leadership Team and Principals, to develop and deliver strategic campaigns that raise the profile of Ormiston and its schools.
- Work with school leaders to understand their marketing goals and provide tailored support and advice.
- Lead the Marketing Team to deliver responsive and high-quality marketing support to schools, including managing requests for campaigns, collateral, design, or brand assistance.
- Provide thought leadership and sector expertise in the marketing space.
- Monitor, evaluate, and report on the performance of the marketing function to drive continuous improvement and value for the Trust, providing robust data on return on investment and impact to the National Leadership Group and Board of Trustees as required.

Pupil recruitment

- Lead and advise Education Directors, Principals, and senior school leaders to develop and deliver Trust-wide pupil recruitment marketing approaches, advising schools on brand awareness, reputation and lead generation.
- Develop a Trust-wide approach to stabilising and growing pupil numbers across Ormiston schools to meet the current demographic challenge.
- Work with Principals and senior leaders in priority schools to lead the creation of bespoke pupil recruitment marketing plans to achieve recruitment targets.
- Lead the Marketing Team to create and deliver guidance and resources for all schools, ensuring they are used effectively to support pupil recruitment.
- Develop and implement guidance to support schools to deliver high-quality open events, and outreach and enrolment activities.

Trust and school websites

- Oversee the development and maintenance of Trust and school websites, ensuring content is engaging, accurate, well-presented, and aligned with the Trust and schools' brand.
- Ensure effective processes are in place to manage and update web content, including compliance with statutory requirements.
- Lead the development and implementation of Trust-wide search engine optimisation guidance to improve website reach and engagement.
- Keep up with digital trends and innovations to ensure the Trust's web presence remains relevant and effective.
- Report on the performance of digital platforms across the Trust and schools.

School social media

- Lead the Marketing Team in partnering with priority schools to develop and deliver effective social media strategies that drive engagement and support school and Trust objectives.
- Lead the development and delivery of social media tools and resources to support schools in creating compelling socials content.
- Oversee the support provided to schools to create content plans and calendars using scheduling tools, ensuring alignment with the Trust's brand and strategic objectives.
- Monitor, evaluate, and report on social media performance, using insights to optimise campaigns and improve outcomes.
- Stay up to date with social media trends and innovations, advising senior leaders in priority schools on new opportunities to reach and engage their audiences.

Brand and graphic design

- Lead the Trust's brand, including logos, design assets, and templates.
- Lead a regular brand review, updating the brand and assets over time.
- Oversee the team's maintenance of a compliant school photo library.
- Oversee the team's creation and delivery of branded assets, guidance and templates for colleagues across the Trust and its schools.

Special projects

- Lead marketing activity for schools joining the network and for existing schools expanding their provision – such as opening a nursery or sixth form or introducing new specialist provision – ensuring maximum impact.
- Partner with the Recruitment Team to develop compelling campaigns that showcase the trust and our schools and lead the Marketing Team to produce high-quality recruitment collateral – adverts, candidate packs and campaign creative – for hard-to-fill and priority roles.
- Collaborate with the Recruitment Team to Set standards and templates for recruitment copy, ensuring adverts and candidate materials are compelling, inclusive and consistent with the Trust's brand and tone of voice.
- Lead marketing support for strategic central team projects commissioned by the National Leadership Group, including the annual leadership conference and key reports.
- Lead the Marketing Team to support central teams with marketing and branded content for key initiatives and projects, including Ormiston Teacher Training.

Your skills and experience

Essential

- A strong commitment to Ormiston's values and mission.
- Educated to degree standard or equivalent experience.
- Relevant experience, including experience in senior leadership roles.
- Confident and comfortable operating as a trusted adviser to senior leaders, including the CEO, Executive Office, and Principal-level stakeholders.
- Strong interpersonal skills with the ability to engage and influence at all levels and across organisations.
- Strong experience leading and managing a marketing team, including prioritising workloads and delivering responsive support across multiple stakeholders.
- Outstanding verbal and written communication skills, with strong attention to detail.
- Proven experience developing and delivering multi-channel marketing strategies and campaigns, including digital (e.g. Google, Meta, YouTube), print, and out-of-home.
- Experience working with senior leaders to understand organisational goals and translate them into effective marketing plans.
- Demonstrable success in delivering marketing activity that drives customer acquisition or recruitment (e.g. pupil recruitment, lead generation, conversion).
- Proactive, collaborative, and able to work independently.
- Exceptional project management skills, capable of handling multiple projects simultaneously.
- Proven ability to build and manage internal and external stakeholder relationships.
- Proven ability to work in a fast-paced environment and comfortable managing change and ambiguity.
- Ability to think creatively and critically, with strong problem-solving skills.

Desirable

- Experience in a relevant sector (e.g. education, public sector, or large corporates).
- Experience developing and implementing effective pupil recruitment strategies for a multi-academy trust.