



**Stamford American**  
INTERNATIONAL SCHOOL

## 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 school's marketing strategy to support the School's enrolment growth agenda. In line with this marketing strategy, the Senior Marketing Manager will subsequently develop and project manage multi-channel tactical marketing campaigns, generating high quality admissions leads from multiple target segments.

Digital marketing and CRM aptitude is also a key aspect of this role, and the Senior Marketing Manager will be responsible for spearheading the digital strategy, analytics and digital/CRM accounts/requirements for the team, working in collaboration with key digital stakeholders and agencies locally and internationally. The Senior Marketing Manager must be fully versed with up-to-the-minute experience in digital channel marketing and possess the ability to analyze activity, results, trends and provide insight and reports to the broader team.

This is a role with a high level of accountability and the key measures of success will be the number of new inquiries generated, footfall at Open House Events and the efficiency of the marketing spend (ROI).

Collaborating with Admissions and Communications is key to the success of this role as the Senior Marketing Manager acts as the Stamford Brand custodian of the school's voice for the external prospective community, to ensure that content is aligned, refreshed and accurate. Importance placed on spotting opportunities to merchandise and leverage School success, which is culturally in tune with the Brand's vision and values.

### Responsibilities

**The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom they are responsible, or with whom they come into contact will be to adhered to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, they must report any concerns to the School's Designated Safeguarding Lead or to the Head or indeed to the Cognita Regional Safeguarding Manager so that a referral can be made accordingly to the relevant third party services.**

### Strategic Marketing

- With the school's Director of Admissions & Marketing, develop a marketing strategy to support the school's growth, identify new markets from which to recruit pupils including on-island and off-island focused initiatives to drive enrolment.
- Contribute to the school's annual Marketing Plan and budget which is aligned to the school's strategic and long term development goals.
- Develop a comprehensive multi-channel prospective customer marketing program which supports effective customer engagement, retention and parent advocacy.



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- 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**

- Own the relationship with digital stakeholders and agencies both locally and globally. Be the 'go to' 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.
- Work closely with the school's Communications Team to maintain the content for the School's website (keep it up-to-date with recent news items). Identify and champion opportunities for enhancement.
- Develop communication channels including use of 'Social Media' to promote the School's spirit and incite a sense of optimism and advocacy, which in turn drives recruitment and retention.
- 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.



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### **Position Requirements**

- This role is a key collaborator with the Director of Admissions & Marketing, who is a motivated self-starter, with a level of maturity to be driving tactical campaigns independently.
- This role requires an experienced consumer marketing professional with a developed knowledge of the full marketing mix and multi-channel deployment. Special attention must be given to the digital landscape and ability to deploy campaigns across all trending channels.
- Experience in designing and developing campaigns, optimising returns as well as leading and managing agency resources to generate outstanding work that achieves results.
- Impeccable time management skills, attention to detail, ability to self-manage and enthuse others.
- The Senior Marketing Manager will be a patient and thoughtful mentor to junior staff with a collaborate style, inspiring best practice.

### **Qualifications**

- Degree level qualification in marketing, communications or related field.
- 5+ years of working experience in marketing either within agencies or client side.
- Sound knowledge of working with segmented customer base to implement customer focused strategies.
- Analytical skills, able to interpret multiple data sets to identify trends.
- Commercially astute with a very good understanding of financial metrics, able to set budgets, assess P&L performance, evaluate ROI.
- A sound knowledge of the full marketing mix including strategy development and planning, campaign development, measurement and tracking, optimization.
- A comprehensive, well developed and up-to-date knowledge of on-line / digital marketing including website management and on-line advertising.
- Excellent written and verbal communication skills with the ability to write high quality marketing copy.
- Good ICT skills (e.g. Word, Access, Excel, PowerPoint),
- Experience of using Content Management Systems and of social media, including SEO & SEM experience.
- Experience with CRM systems would be seen as an advantage.

### **Contacts**

- Director of Admissions & Marketing
- School Principals and Senior Educational Leadership Teams
- Communications, Events and Admissions Teams
- School Operations
- External agencies

### **Working Conditions**

- Duties performed within a school environment.
- Will be required to work independently and as part of a collaborative team effort.
- Extended working hours to complete some projects may be required.
- Occasional evening and weekend work



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**Terms of Employment**

- Working Hours: 8:00 am – 5:00 pm, Monday to Friday
- Annual Leave: 21 working days
- Medical Benefits: Medical insurance provided where applicable
- Sick Leave/Hosp: 60 days hospitalization leave including 14 days sick leave
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background Check: Required

**Stamford American International School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Pre-employment background checks are mandatory and appointments are strictly subject to confirmation that all reference and background checks are completed to the satisfaction of Cognita, Stamford's parent organization.**

**We are an equal opportunity employer and disallow discrimination of age, ethnic origin, nationality, gender, religion, sexual orientation, family status, pregnancy, marital status, medical or mental health history, physical characteristics or disability. We welcome applications from all qualified candidates.**

**Please note that only shortlisted candidates will be notified.**