

Head of Marketing & Communications Job Description

Responsible to: Executive Principal

Direct Reports: Marketing and Communications Team

Employment Status: Full-Time, Permanent

Purpose

The Head of Marketing & Communications is responsible for leading and delivering the school's marketing, communications, brand management, and community engagement strategies. The role plays a key part in enhancing the school's reputation, supporting enrolment growth and retention, strengthening community relationships, and ensuring clear, consistent communication with all stakeholders.

As a strategic leader, the Head of Marketing & Communications works closely with the Executive Principal, Senior Leadership Team, staff, students, parents, alumni, and external partners to promote the school's vision, values, achievements, and distinctive educational offerings.

Key Responsibilities

Strategic Leadership

- Develop and implement a comprehensive marketing and communications strategy aligned with the school's strategic goals.
- Provide strategic advice to the Principal and Senior Leadership Team on branding, reputation management, stakeholder communications, and public relations.
- Identify opportunities to enhance the school's market position and competitive advantage.

Brand Management

- Protect and strengthen the school's brand identity and reputation.
- Ensure consistency of branding, messaging, tone, and visual identity across all communication channels.
- Monitor public perception of the school and proactively manage reputation-related matters.

Marketing and Student Enrolment

- Develop and deliver targeted marketing campaigns to support enrolment objectives across all year levels.
- Work collaboratively with admissions and school leadership to support student recruitment and retention initiatives.
- Identify opportunities to attract prospective families and strengthen engagement with current families.
- Manage market research activities and stakeholder feedback to inform decision-making.

Communications

- Lead the development of key publications, newsletters, annual reports, promotional materials, and stakeholder communications.
- Prepare and review communications on behalf of the Principal and Senior Leadership Team as required.

"Proud of who we are, what we know, and what we can achieve"

- Develop communication plans for significant initiatives, projects, events, and organisational change.
- Manage crisis communication planning and execution when required.

Digital Marketing and Content Management

- Lead the school's digital marketing strategy across website, email marketing, social media, and online advertising platforms.
- Develop and oversee content creation including written content, photography, videography, and digital storytelling.
- Monitor digital performance metrics and use analytics to drive continuous improvement.
- Manage online reputation and digital engagement initiatives.

Community Engagement and Events

- Foster strong relationships with students, parents, staff, alumni, prospective families, and the wider community.
- Support the planning and promotion of school events, open days, information evenings, celebrations, and community initiatives.
- Identify opportunities to showcase student achievement, staff excellence, and school success stories.

Media and Public Relations

- Preparation of media releases, statements, speeches, and promotional content.
- Identify opportunities to promote the school's achievements through external channels.

Leadership and Team Management

- Lead, mentor, and develop members of the marketing and communications team.
- Foster a collaborative, innovative, and high-performing team culture.
- Manage external suppliers, agencies, consultants, photographers, designers, and contractors as required.

Financial Management

- Develop and manage marketing and communications budgets.
- Monitor expenditure and ensure resources are used effectively and responsibly.

Compliance and Risk Management

- Ensure all communications and marketing activities comply with relevant legislation, including privacy, copyright, advertising, and child protection requirements.
- Ensure appropriate permissions and consent processes are followed regarding student and staff information and imagery.
- Maintain confidentiality and professional standards at all times.

General Responsibilities

- Support and promote the school's vision, mission, and values.
- Contribute positively to the leadership and culture of the school.
- Participate in relevant meetings, professional development, and school activities.
- Undertake other duties consistent with the scope and level of the position.

Person Specification

Qualifications

Essential:

- Relevant tertiary qualification in Marketing, Communications, Public Relations, Business, Journalism, or a related field.

Desirable:

- Postgraduate qualification in Marketing, Communications, Business, or Leadership.
- Membership of a relevant professional body.

Experience

Essential:

- Significant experience in a senior marketing, communications, or public relations leadership role.
- Proven success in developing and implementing strategic marketing and communication plans.
- Experience managing digital marketing platforms and communication channels.
- Experience leading teams and managing multiple stakeholders.

Desirable:

- Experience within an educational or not-for-profit environment.
- Experience supporting enrolment growth and customer engagement strategies.
- Crisis communication and reputation management experience.

Knowledge and Skills

- Strategic planning and execution.
- Exceptional written and verbal communication skills.
- Brand management expertise.
- Strong digital marketing and social media capability.
- Budget management and analytical skills.
- Project management and organisational skills.
- Media relations and stakeholder engagement.
- Content development and storytelling.
- Strong attention to detail and commitment to quality.

Personal Attributes

The successful candidate will demonstrate:

- Excellent relationship-building skills.
- A collaborative and inclusive leadership style.
- Creativity and innovation.
- High levels of professionalism and integrity.
- Sound judgement and discretion.
- Resilience and adaptability.
- Commitment to continuous improvement.
- Alignment with the school's values and culture.

Child Protection and Safeguarding

Pinehurst School is committed to safeguarding and promoting the welfare and wellbeing of children and young people. All staff are expected to share this commitment and comply with the school's Child Protection Policy, Code of Conduct, and safeguarding procedures. Appointment to this position is subject to satisfactory police vetting, reference checks, identity verification, and any other checks required by legislation.