



MAGDALEN COLLEGE SCHOOL
INDEPENDENT DAY SCHOOL FOR BOYS 7 - 18 AND SIXTH FORM GIRLS



INFORMATION PACK

Marketing and Communications Manager

Closing date: Midday, Monday 25th March

Interview date: Thursday 28th March

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Introduction from the Master, Helen Pike

Magdalen College School is a remarkable place. We are now well into our sixth century, and our former pupils include scholars, war heroes, musicians, Olympians, two Nobel Prize laureates, a Hollywood film director, and a saint. Our success in public examinations, in securing places at top universities, and in an astonishing array of extra-curricular pursuits ensures that we continue this proud tradition. We do so by nurturing the individual potential of each of our pupils, and above all we believe that learning is as fun as it is fulfilling.



Magdalen College School was founded in 1480 by William of Waynflete: schoolmaster, bishop of Winchester and Lord Chancellor of England. Being of humble origins, Waynflete was determined that others of ability should be given the opportunity to learn, to serve and to prosper as he did. And so MCS offers a transformative education in our global university city, the community to which we contribute.

We attract and retain the best staff and MCS is a stimulating, welcoming and thriving environment in which both to learn and to work.

A lot happens at MCS. The various sections of our website (www.mcsoxford.org) including the recent [News](#) will give you an impression of our school.

Thank you for your interest.

H. C. Pike



Marketing and Communications Manager

General Information

The School

Magdalen College School, founded in 1480 by William of Waynflete, is one of the country's leading independent day schools. It is situated in an enviable location at the heart of Oxford beside the River Cherwell.

The Role

The School is seeking to appoint a Marketing and Communications Manager. This is a full-time appointment, reporting to the Bursar, and will play a crucial role in promoting Magdalen College School to current and prospective parents and students, prospective staff, feeder schools, the local community and the wider public to encourage engagement with the school.



This role also involves direct line management of the Marketing Assistant.

The successful applicant will work on all aspects of the Communications Strategy. He/she will work alongside, and closely with, the Admissions team and will also support the team during seasonal peaks. The Admissions team will likewise support the marketing activity at busy times.

The tasks and responsibilities are as detailed below. This list is not exhaustive and there may, within reason, be additional items, which the candidate will be asked to undertake.

The key duties of the Marketing and Communications Manager will be:

- The development and implementation of a marketing strategy to ensure that MCS communicates in a consistent, accurate and professional fashion



- Production of the School's literature including Prospectuses, Admissions Information, Year in Pictures, Open Day programmes, Newsletters, Sixth Form Curriculum booklet, Activities Booklet and help with Views from the Bridge and the Arts Festival brochure
- Maintaining and updating the MCS website (with particular focus on the Latest News section) and implementation of the School's digital marketing and social media strategy
- Implementation of a local and national advertising campaign, creating and designing appropriate copy and placing adverts
- Writing effective and engaging press releases and liaising with local and national media to increase awareness of MCS
- Assisting the Master and Waynflete Director with fundraising strategy and events
- Assisting the Master and Senior Management Team (SMT) in developing and implementing the marketing and communications strategy plan as part of the School's strategic planning
- Keeping the plan under review to ensure that it meets the School's objectives, and making recommendations for change and innovation as necessary
- As required, assisting the Deputy Head (Education Development) in developing and implementing public relations events and engagement programmes with the local community, feeder schools and other partners, in order to promote the School
- Ensuring that brand consistency is maintained throughout all marketing activity in ethos, style and content
- Managing the School's photo library, photographers, Imagebank, press cuttings book, noticeboards and website press library
- Researching and developing new opportunities, strategies and media for marketing the School (such as film) and also identification of new promotional opportunities
- Line managing the Marketing Assistant

Skills required:

- Proven experience of marketing in education or a similar field
- An ability to communicate effectively both orally and in writing
- Strong IT skills, including Excel, adobe software and social media
- Capacity to carry out independent research and analysis
- First rate organisational skills, including the ability to manage multiple projects on deadline and within budget
- Strong people skills (all ages)



The Candidate

This is a permanent, full-time post (not term time only). The salary will be appropriate to the experience and qualifications of the successful candidate. The successful candidate will ideally have demonstrable experience in a similar role and any experience gained within an educational environment will be highly desirable, but this is not essential. The ideal candidate will possess/have:

- A proven track record of developing and implementing successful PR, marketing and communications plans
- Experience of developing and implementing successful digital communication strategies
- Understanding or experience of using social media to engage with stakeholders and enhance brand profile
- Significant experience in marketing, PR and/or communications
- Experience in a customer focused or service provider industry
- The ability to form first class relationships with all stakeholders and to work well in a team environment
- A high level of self-motivation and forward thinking
- An exemplary attention to detail and to working to high standards and to best practice
- A flexible approach to working hours according to the needs of the School
- A high level of tact and diplomacy and the ability to remain calm under pressure
- A sense of humour and a sense of proportion
- Excellent written and spoken English with the ability to write and edit good copy for advertisements, press releases, newsletters and other communications
- Excellent ICT skills and the technical understanding of web site content management systems
- Proven high-level organisational ability



Application Process

Candidates should submit the Application Form for Support Staff, which, can be found on the Job Vacancy link of the website (www.mcsoxford.org). To access [Click here](#). This should be emailed together with a cv and covering letter of application to the Recruitment Officer, Mrs Sarah Hunter, (applications@mcsoxford.org). All documentation should be sent no later than Midday, Monday 25th March at noon. The school's preferred method of communication is by email and it will not be necessary to send a hard copy of the documents by post.

We anticipate holding interviews on Thursday 28th March and we will be in contact with shortlisted candidates by telephone.

Safeguarding Policy

Magdalen College School is committed to the safeguarding of pupils, and any offer of employment will be subject to an enhanced DBS disclosure, the receipt of satisfactory references, The school's pre-employment medical questionnaire, plus sight of relevant original ID documentation and degree certificate(s).



Pension

Non-teaching staff are automatically enrolled in the school's contributory Group Pension Scheme. This is a defined contribution pension scheme into which the employee contributes 5% of gross salary and the employer contributes 10%.



Other Benefits

All staff are entitled to the use of School sports facilities when available. A free lunch (when on duty) is provided in the Dining Hall during term time.

Please note that MCS is an inner-city school, with limited parking. Candidates who have been offered a post will be invited to make representations in the preceding Trinity Term to the Usher (Senior Deputy Head) for a parking space.

Additional Information

If you have any questions or require additional information, please contact the HR office: 01865 253401.