

Job Description - Marketing & Events Manager

Job Title:	Marketing & Events Manager
Department:	School Marketing and Admissions Department
Reports to:	Head of School - Solid line BSL Head of Marketing and Admissions - Dotted Line
Collaborates with:	Head of School and wider SLT School-based Admissions Officer Group Admissions and Marketing Teaching and Support Staff School-based Operations Teams
Supervises:	NA
Revision Date:	

Job Purpose

To lead the planning, development and delivery of the school's marketing and external engagement strategy in alignment with the Braeburn Group growth and brand frameworks.

The Marketing and Events Manager works in close partnership with Admissions to build and sustain a strong and diverse student recruitment pipeline. Through targeted marketing campaigns, brand positioning and community engagement, the role supports enquiry generation, strengthens school visibility, and enhances the parent journey from initial awareness through to enrolment.

The role combines strategic marketing with hands-on campaign execution, ensuring all outward-facing activity reflects Braeburn's premium brand and directly contributes to enrolment growth and retention.

Key Duties and Responsibilities

1. School Marketing Strategy and Planning

- Develop and lead the annual school marketing and engagement plan aligned with school enrolment and retention priorities.
- Identify target markets, audience segments and recruitment opportunities specific to the school.
- Manage and deliver marketing campaigns across digital, print, events and community engagement channels.
- Monitor campaign performance and adapt strategies based on data and admissions pipeline insights.
- Provide regular reporting on marketing activity effectiveness and lead generation outcomes.

2. Brand Stewardship and Content Leadership

- Act as the school's brand guardian, ensuring all outward-facing communications align with group brand standards.
- Lead creation of high-quality marketing content including digital campaigns, publications, photography, videography and storytelling.

- Manage the school's social media presence and digital engagement channels in line with group digital strategy.
- Collaborate with teaching staff and leadership to identify and capture impactful school stories and achievements.
- Ensure school-produced marketing materials maintain professional brand standards.

3. Student Recruitment and Admissions Partnership

- Work closely with Admissions Officers to align marketing activity with admissions pipeline needs and recruitment priorities.
- Use admissions data and enquiry trends to shape marketing campaigns and messaging.
- Support development of targeted recruitment campaigns and feeder school engagement initiatives.
- Contribute to improving the parent enquiry journey through strong marketing communication and engagement touchpoints.
- Support delivery of recruitment engagement activities where appropriate.

4. External Events and Brand Experience Leadership

- In collaboration with the school Operations Team, lead the brand experience design of outward-facing recruitment, engagement and community events, ensuring events effectively showcase the school's ethos, learning environment and premium brand positioning.
- Provide direction on how events present to prospective families and the external community, including messaging, storytelling, visitor journey design, visual presentation, brand materials and engagement activities.
- Lead the planning and delivery of key recruitment-focused events such as open days, information sessions, exhibitions and targeted engagement events for prospective families.
- Ensure marketing collateral, signage, digital engagement, content capture and promotional activity support event impact and recruitment outcomes.
- Work collaboratively with Admissions Officers to maximise enquiry generation, lead capture and follow-up engagement from recruitment events.

5. Market Intelligence and Growth Development

- Monitor competitor activity, market trends and parent expectations to inform local marketing strategies.
- Identify new marketing opportunities, partnerships and community engagement initiatives.
- Provide insights to the Head of Marketing and Admissions on local market dynamics.
- Support development of new recruitment channels and outreach opportunities.

6. Cross-Company Collaboration

- Build strong working relationships with teaching staff and school leaders to support marketing storytelling and engagement.
- Share best practice and collaborate with Marketing and Events Managers across the group.
- Support development of a consistent parent engagement and brand experience across schools.
- Provide direction to external agencies, photographers, videographers and event suppliers.

Person Specification:

- Minimum of 5 years' experience in a Marketing/Sales role, preferably within education, premium service or customer-focused sectors.
- Experience leading marketing strategy and campaign delivery.
- Proven experience delivering successful marketing campaigns and engagement initiatives.
- Experience managing events or brand engagement experiences.
- Experience using CRM and marketing analytics tools to inform strategy.
- Experience working with multiple stakeholders and managing projects.

Skills and Competencies

- Strategic and creative marketing capability
- Strong storytelling and content development skills
- Excellent stakeholder engagement and communication skills
- Strong organisational and project management skills
- Commercial awareness and data-driven decision making
- Ability to work both strategically and operationally
- Strong brand awareness and customer experience focus

Key Success Measures

- Contribution to enquiry generation and admissions pipeline growth
- Quality and impact of marketing campaigns
- Engagement levels across digital and community channels
- Quality and effectiveness of recruitment events
- Brand consistency and presentation standards
- Strength of stakeholder and community engagement