



ST JOSEPH'S COLLEGE

Job Description

Marketing Campaigns Manager



AMCIS

Admissions, Marketing and Communications
in Independent Schools

2026 IMPACT Awards

Shortlisted - Branding

March 2026

The Opportunity:

The Marketing Campaigns Manager is responsible for the strategic planning, delivery and performance of integrated marketing campaigns that support reputation-building, lead-generation and pupil recruitment.

Working closely with the Director of Marketing & Engagement, this role leads the development of insight-led, multi-channel campaigns, overseeing content creation, digital activity and event promotion. The postholder plays a key role in shaping how the College communicates its story locally and internationally, ensuring all activity reflects a consistent and high-quality brand identity.

This is a hands-on role suited to a creative and highly organised marketing professional who enjoys bringing ideas to life and making a visible impact within a collaborative school environment.



The Environment:

St Joseph's College is an independent school with Christian values that gives students space to thrive. Being part of the St Joseph's community is a one-in-a-lifetime experience. We provide a stable foundation for students and we take happiness very seriously.

At St Jo's we support the intellectual, spiritual, physical and emotional growth of every pupil. We firmly believe that children who thrive are the happiest of all and this creates an environment that is inspirational for staff as well as students.

An energetic and forward-thinking College, St Jo's is a day and boarding school for boys and girls aged 2-19 years.



The Small Print:

8.30am to 5.00pm Monday to Friday year-round contract. This is a year-round role working 37.5 hours per week. There will also be a requirement to work on some evenings and weekends in order to attend events for prospective and current parents. The postholder will be entitled to 28 days annual leave, plus bank holidays.

Pay Scale: £34,870 - £37,650 (depending on experience)

Reports to: Director of Marketing and Engagement

Up to one day per week home-working may be considered, subject to role requirements and line manager agreement.

The College offers fee remission to staff; a percentage of tuition day fees will be waived for members of staff where their child has enrolled and been accepted via the normal entrance assessment process. The concession rate for this post is 50%.



Key Responsibilities

This is a hands-on role combining campaign delivery, digital marketing, stakeholder engagement, brand guardianship and content creation. The successful candidate will work collaboratively across the College to translate departmental priorities into effective marketing activity.

Campaign Planning and Delivery

- Lead the development and delivery of integrated marketing campaigns aligned to College priorities
- Translate strategic objectives into clear campaign plans with defined goals, timelines and success measures
- Manage campaign workflows, ensuring activity is delivered on time and to a high standard
- Support pupil recruitment through targeted and engaging campaign activity

Audience Targeting and Insight

- Define and segment key audiences
- Use data and insight to inform targeting, messaging and channel selection
- Continuously refine audience strategies based on performance data and engagement

Channel Strategy and Management

- Own the selection and optimisation of marketing channels (digital, social media, email, paid media and print)
- Plan and deliver targeted email campaigns (e.g. Mailchimp)
- Manage and update website content via CMS (WordPress)
- Support paid digital advertising across platforms such as Meta and Google
- Ensure an effective channel mix to maximise reach, engagement and conversion

Content and Creative Production

- Develop engaging content and marketing assets across digital and print channels
- Translate College initiatives, achievements and events into compelling campaign stories
- Produce marketing materials using tools such as Canva or Adobe
- Plan and manage photography and video shoots, working with staff, students and external partners
- Capture photography and light video content to support digital, social media and marketing campaigns

Performance, Data & Optimisation

- Set clear KPIs and success measures for campaigns
- Monitor, analyse and report on campaign and digital performance
- Translate data into actionable insights and recommendations
- Continuously optimise campaigns to improve effectiveness and ROI
- Support improvements in how marketing data is captured, managed and utilised

Stakeholder Collaboration & Leadership

- Translate departmental priorities into clear, engaging marketing activity
- Build strong relationships across the College to identify and develop marketing initiatives, working closely with:
 - ✓ Head of Prep School
 - ✓ Head of Student Recruitment
 - ✓ Assistant Principal Sport
 - ✓ Director of Business Development & Operations
 - ✓ Other internal stakeholders
- Collaborate with external agencies and partners to deliver campaigns and creative outputs

Brand Guardianship

- Act as brand guardian for St Joseph's College, ensuring consistent application of the College's visual identity and tone of voice across all communications
- Develop brand templates and assets that empower colleagues across the College to produce on-brand communications while maintaining consistency with College guidelines
- Ensure all marketing communications reflect the College's values and positioning

Teamwork

- Work in close partnership with the Director of Marketing & Engagement to shape and deliver campaign activity aligned to strategic priorities
- Line manage and inspire the Marketing & Events Officer, promoting a collaborative and high-performing team culture
- Work closely with the Event Planner, Content Marketing Lead and Communications Officer to deliver integrated output
- Take a hands-on, supportive approach to content creation
- Provide guidance to colleagues to align marketing activity with campaign objectives and brand identity

This job description will be reviewed annually and may be subject to amendment at any time after consultation with the post holder. It is not a comprehensive statement of procedures and tasks, but sets out the main expectations of the College in relation to the post holder's professional responsibilities and duties.

St Joseph's College, as an aware employer, is committed to **safeguarding and promoting the well-being of children and young people as its number one priority**. Robust recruitment selection and induction procedures operate throughout the College and extend to services linked on its behalf.

Person Specification:

	<u>Essential</u>	<u>Desirable</u>
Educational qualifications	<ul style="list-style-type: none"> • A good standard of education with A-levels or Level 3 qualifications 	<ul style="list-style-type: none"> • Educated to degree level • A-level English • Professional Marketing qualification
Experience	<ul style="list-style-type: none"> • Experience planning and delivering multi-channel marketing campaigns • Strong understanding of audience segmentation and targeting • Proven ability to manage campaigns across digital and offline channels • Experience analysing performance data and optimising campaigns 	<ul style="list-style-type: none"> • Experience of working in a marketing role within the education sector • Experience of developing marketing campaigns aimed at an international audience
Communication skills	<ul style="list-style-type: none"> • Excellent organisational, project management and communication skills • Confidence engaging students, staff and stakeholders across the College • Ability to manage multiple stakeholders and priorities • Ability to obtain, analyse and present information • Able to formulate plans and persuade others to support those plans • High standard of spoken and written English • Good levels of numeracy • Experienced in making presentations to small and large groups 	<ul style="list-style-type: none"> • Experience of writing accurate, succinct and impactful copy • Adept at monitoring local, national and international competitors and ability to disseminate key insights

Person Specification:

	<u>Essential</u>	<u>Desirable</u>
Practical & Intellectual Skills	<ul style="list-style-type: none">• Creative storyteller with a strong eye for engaging and visual content• High attention to detail, ensuring accurate, consistent and on-brand communications• Able to translate ideas into clear, effective marketing campaigns• Data-aware, using insights to inform and improve campaigns• Confident working independently and collaboratively• Proactive and adaptable, responding to emerging opportunities• Skilled in managing and tracking marketing budgets	<ul style="list-style-type: none">• Competent in use of Management Information Systems especially in analysing conversion rates• Understanding of GDPR requirements and processes• Experience with the Adobe Suite
Disposition & Attitude	<ul style="list-style-type: none">• Positive and collaborative, building strong relationships across the community• Curious and proactive, identifying opportunities to capture and share the stories of the College• Organised and self-motivated, with a strong sense of ownership for delivering high-quality work• Adaptable and responsive in a dynamic school environment• Professional and approachable when representing the College internally and externally	

