



We are looking for a candidate to lead and manage the Marketing strategy at Merchiston Castle School, including development planning and hands-on implementation.

Responsibilities will include:

- Supporting the Governors and School Leadership Team with the School Development Plan, and reporting regularly to them.
- Supporting the development of the corporate image of the School.
- Using existing and instigating new research to shape future marketing initiatives.
- Managing a programme of paper and electronic mailings to established and new contacts.
- Managing internal and external publications and promotional literature, and distributing appropriately.
- Providing a range of events for prospective parents and pupils to enable them to sample the Merchiston lifestyle.
- Identifying opportunities and producing press releases for local and national press, as well as specialised publications.
- Responding to external requests for information.
- Planning advertising campaigns, the design and placement of adverts.
- Liaising with the website manager with regard to the development and update of the School website.
- Liaising with key internal departments and external agencies & contacts.
- Reaching international markets, with the support of agents, including organising international trips.
- Embracing modern technology to target the market through e-marketing.
- Ensuring that the internal School image reflects the external image created.

Key skills expected:

- Knowledge and experience of e-communication and e-marketing techniques
- Knowledge and experience of Photoshop, Dreamweaver and preferably InDesign
- An ability to initiate and complete projects and to prioritise workloads
- Market research and the ability to analyse results
- A knowledge and understanding of databases, the ability of enter information accurately and to manipulate data held.
- The ability to lead and motivate a team
- Sound financial management skills and experience of budget management
- Excellent communication skills, both verbal and written
- Creativity, ingenuity and an eye for detail
- Clarity of thought and speech along with a sound grasp of English grammar
- A good working knowledge of Microsoft Outlook, Word, Powerpoint and Excel and the ability to produce and manipulate information in spreadsheets
- Knowledge of the ethos and distinctive character of the School will be an advantage

Background Information

Merchiston Castle School is a leading boys' boarding and day school in Edinburgh, with 450 pupils aged 8-18. The Marketing Department is well established and consists of the Marketing Manager who works alongside a full-time Marketing Assistant; a number of other members of staff contribute to the marketing of the School in various roles.

Applications

Letters of application accompanied by a full curriculum vitae and the names and contact details of two referees should be sent to Mr Andrew Hunter, Headmaster, Merchiston Castle School, Colinton Road, Edinburgh, EH13 0PU; headmaster@merchiston.co.uk by Wednesday 17 September 2008.