

WESTVILLE BOYS' HIGH SCHOOL

JOB DESCRIPTION

Marketing & Communications Manager

The job description includes but is not limited to the following areas of responsibility.		
Name: Vacancy	Position: Marketing & Communications Manager	
Employed by: SGB	Reports to: Director of Operations	Updated: 18 November 2023
Purpose of the job:	The Marketing and Communications Manager manages the day-to-day marketing activities of the organisation and the long-term marketing strategy for Westville Boys' High School (WBHS), WBHS Foundation, Westville Old Boys' Association (WOBA) & WBHS Educational Trust. This includes planning, executing, measuring, and reporting on all campaigns, communication channels and events. This includes building a positive public image, managing a strong and consistent Brand ID, developing marketing collateral, and communicating regularly with stakeholders and partners.	
Key performance fields:	<ul style="list-style-type: none"> - Strategy planning & implementation - Brand management & corporate ID (awareness, association & sponsorships) - Communication / press releases /story telling across all platforms & channels - Content creation, oversight & support - Planning, co-ordinating and executing of internal & external events, functions and festivals - Administration, reporting, monitoring & evaluating 	
Working hours:	Full time employment with the ability to work outside normal hours for: <ul style="list-style-type: none"> - Functions/meetings/events and festivals - Saturday fixtures and events - Festivals, tours & activities over the school holidays/public holidays 	
Main Description	Sub Description	
1. Strategy planning & implementation	1.1 Responsible for <u>developing</u> , <u>executing</u> and <u>reviewing</u> a targeted marketing & communication strategy to position WBHS and it's offering to increase awareness, student enrollment, generate new funding/supportive leads, attract key talent and expand our reach both locally, nationally and internationally.	
	1.2 Identify target audiences and devise effective campaigns to reach past, current, and future target markets. (old boys, students, parents, staff, sponsors & other stakeholders etc.)	
2. Brand management	2.1. Managing existing marketing collateral and assets. Developing and executing materials such as brochures, connect cards, flyers, email signatures, websites, gazebos, banners, flags, presentations, award certificates and other promotional materials	
	2.2. Quality control and execution across all external and internal interfaces using the WBHS brand, including but not limited to DigiTV/Supersport/Pitchvision etc.	
	2.3. Development, management and execution of the WBHS Brand Bible. Brand guidelines and colour swatches, including but not limited to sports kit, tours, staff uniforms, and signage etc. online and physical collateral (grounds, facilities, boarding establishment etc.).	
	2.4 Content production for brand development e.g. good news stories.	
	2.5. Monitor manage and execute the school's online and offline presence to maintain a positive brand reputation	
3. Communication & Story telling/PR	3.1. Overseeing, coordinating and preparing relevant messaging for both online and offline communication channels, aligned with the objectives and goals of each target audience. Developing, managing and executing regular newsletters, direct email marketing campaigns, social media posts, blog posts, website content, press releases, kits, internal & external partner publications, interviews and video messaging	

	3.2 Communication across all platforms & channels including EDAdmin, online and offline/traditional media channels etc. (Print, Radio, TV, Noticeboards within school etc.)
	3.3 Internal communication to staff, students & parents and from staff
	3.4. Management of communications through marketing@wbhs.co.za
4. Content Creation and management	4.1. Responsible for overseeing & assisting in the generation of valuable and engaging content for campaigns, releases, and communications. This involves working with photographers, videographers, and designers when necessary and in budget or created yourself if not suitable to outsource)
5. Events / Function Management	5.1. Planning/Idea brainstorming: Develop, conceptualise, envision, execute and deploy an unforgettable event working alongside management and staff in line with event objectives. Planning event timelines, activities and required support teams. (+ 30 events per year)
	5.2. Co-ordinate and execute event operations & logistics – this involves, managing and co-ordinating the required activities, plans, ideas, décor, speakers, volunteers, guests, invites, attendees, marketing/advertising, equipment, transportation, food, clean up and on day oversight etc. Write speeches and other quotes included.
	5.3. Budget: Involves developing, managing and ensuring budgets are maintained and negotiated per event.
	5.4. Health & Safety – ensuring all events are in compliance with insurance, legal, health and safety obligations.
	5.5. Administration, reporting, monitoring & evaluating: involves evaluation of activities, effectiveness of procedures and completion of reports (Quarterly, pre- and post-event briefings and reports etc.) to ensure that necessary goals and objectives are achieved
6. Administration, Reporting, Monitoring & Evaluation	6.1. Evaluation of activities, effectiveness of procedures and completion of reports (Quarterly, pre- and post-event briefings etc.) to ensure that necessary goals and objectives are achieved. This also involves managing the databases, tracking press releases and publications, monitoring trends and online analytic insights etc.
	6.2. Tracking metrics: Ensuring our campaigns and activities meet the required metrics. Track following, growth, reach, engagement, traffic, CTRs, Earned media etc.
Skills and Experience	Bachelor's degree in Marketing, Communications, Journalism or related field.
	Content and Graphic design experience (minimum 2 years) or Brand awareness
	Good judgement and problem-solving skills
	Minimum of 3-5 years' experience in a similar role
	Outstanding written, editing and oral communication skills
	Professionalism and strong moral code
	Energy and passion
	Experience with the following software packages: Adobe Photoshop & Illustrator, Microsoft Publisher, Excel.
	Griffin Values: Character, Discipline, Respect, Resilience, Humility and Integrity