



## Job Description

### Job Details:

Job Title:	Marketing Manager
Reports to:	Directors and Head of Operations
Leadership of:	Group Administrator

### Job Purpose:

The role of the Marketing Manager is to hold responsibility for managing the company's marketing initiatives. Using market research and analysis to direct marketing strategy and planning. Oversees the production of all promotional materials and marketing campaigns. Reports marketing and sales results to Directors and the Head of Operations.

The Marketing Manager will also oversee and hold responsibility for occupancy levels across the group, managing the Group Administrator to ensure effective reporting of successes and challenges faced within the group.

### Summary of Responsibilities

#### Marketing Strategy

- Work with Senior Colleagues to determine a clear company brand and ethos
- Ensure company marketing materials meet the company brand and ethos requirements. Ensure materials for marketing are readily available at each nursery
- Ensure there is a clear and effective company marketing strategy in place to target and promote sales
- Ensure each nursery has an individual marketing plan in place which is regularly reviewed and relevant to the deficits in occupancy for each site
- Hold monthly marketing meetings with Nursery Manager to review the individual nursery marketing strategy and to support the management team in adapting this approach based on the needs of the nursery
- Undertake regular competitor analysis to inform recommendations and approach to the company marketing strategy
- Communicate outcomes of competitor analysis to Directors, Head of Operations and Nursery Managers

#### Online Presence

- Ensure the company website is up to date and fit for purpose
- Engage with clients and potential future clients via social media platforms (including managing the company Facebook, Instagram and LinkedIn accounts)
- Ensure company reputation and promotion through online review tools such as google, daynurseries, nursery world etc.

#### Events

- Identify opportunities for future events which are organised to promote Little Elms
- Organise and support the managers with the promotion and delivery of these events

#### Occupancy

- Provide leadership to the Group Administrator including undertaking regular supervisions
- Maintain oversight of the occupancy across the group ensuring occupancy levels are managed and intervening where necessary
- Support the management teams with room movement to ensure compliance with Ofsted registration at each site
- Oversee the management and data input on First Steps software system

## Selection Criteria

### Knowledge, Skills & Experience

- Demonstrable experience within a marketing, occupancy or nursery management role
- Customer service experience is essential
- Competent using Microsoft packages such as Word and Excel
- Competent in using online platforms such as Facebook, Instagram, LinkedIn etc
- Experience of booking management
- Understanding of the childcare sector; specifically what makes a high quality childcare and education provider

### Person Specification

- Effective communication skills are essential, both verbal and written.
- A creative individual with a good attention to detail
- An individual who is able to problem solve and make good decisions based on data analysis
- The individual must be able to communicate in a professional and polite manner, with a strong understanding of correct phone etiquette
- Strong organisational skills are essential, along with the ability to manage own workload with limited supervision
- Ability to cope with change in a fast paced environment is essential
- Ability to work under pressure and with ever changing priorities is essential
- Demonstrate a proactive approach, using your initiative and showing resilience to take responsibility for getting tasks done