

Marketing Fyling Hall School



Directly responsible to:

1. Responsible to the Headmaster

Purpose

To market Fyling Hall School in all areas

- Local surroundings including schools and nurseries
- Foreign agents
- Specific target areas e.g. Forces, Sirius Minerals

General Responsibilities:

- Work with the Headmaster, Bursar and teachers to review and implement the marketing action plan for the school.
- Promote and held organise the upcoming 100 years celebration.
- Organise and market open days, school open evenings and other ad hoc events as identified e.g. sixth form parent's evening. Ensure full follow up including conversion rate of pupils where possible.
- Manage relationship with local primary schools and assist in organising outreach enrichment events.
- Represent the school at local community events and shows.
- Improve communication across the school to identify stories and events that can promote the school on social media and in the local press.
- Keep the news feed on the school website up to date.
- Ensure the school social media is kept up to date and plan an effective strategy for using these platforms for promotion.
- Liaise with local press to ensure the school is featured at every opportunity.
- Review School Alumni and its profile on social media, how can we work with ex pupils.
- Manage relationships with existing overseas agents and try to foster new relationships in unrepresented markets.
- Build relationships with overseas ex pupils and current boarding pupil families to increase awareness of Fyling Hall and build future partnerships.
- Attend recruitment fayres in the UK and abroad as required by the school.
- Liaise regularly with the PTA to plan events for the school.
- Generate ideas to increase the school's profile both locally and internationally.
- Work on any other ad hoc marketing projects as directed by the Headmaster.

Reviewed September 2022