

JOB DESCRIPTION

HEAD OF MARKETING AND COMMUNICATIONS

Reports to: Director of Finance and Administration

Line management responsibilities: Recruitment and Admissions Manager and Marketing and Communications Assistant

Key relationships: The Executive Team (comprising the Principal, Academic Dean, the Academic Secretary & Director of Academic Support and the Director of Finance & Administration), Programme Leaders, IT & AV Manager, Fundraising Manager and Alumni Relations Officer

Job Summary:

London School of Theology (LST) has been providing academic evangelical theological education since 1943. It is committed to serving the Church globally and training Christian disciples who transform wider society through their life and witness. We are at an important moment in the life of the School, with a re-envisioning process underway and a new strategy being developed.

The Head of Marketing and Communications is a revised role which will be key to the delivery of our ambitions for institutional growth. Key performance indicators include increasing student recruitment by 25% over five years and improving our performance in fundraising from individual giving, alumni, charitable trusts and legacies.

We are seeking a professional marketing executive, ideally with experience in the HE sector, who has experience of leading a team and developing new strategies to drive institutional growth. This new post carries overall responsibility for the three key areas of Marketing, PR & Communications, and Student Recruitment. It is essential that the post holder leads and enables the three areas to work synergistically and that the Executive Team (ExT) is kept fully apprised on all aspects of the areas of responsibility.

The following key tasks are indicative of the role. The list is not exhaustive, and tasks may be amended, added or removed in response to changing requirements or in line with the skills and experience of the post holder.

Key Strategic Tasks:

- In consultation with the ExT, carry out detailed market research of our existing programmes and proposed new programmes with a view to determining which programmes should be closed, maintained or developed to provide LST with a range of high quality programmes from a foundation year all the way through to Research; programmes for which the research clearly indicates there will be ongoing demand from students both in the UK and further afield.
- Develop a comprehensive marketing strategy that a) considers where and how LST will position itself in the market (including branding and brand values) and b) achieves the new LST strategy.
- Create a detailed, costed and timed annual marketing, recruitment and outreach plan that identifies all key activities that LST need to engage in to achieve its targets (including all appropriate channels to market) and report monthly on this.

- Provide an annual marketing report to the ExT critically reviewing the marketing endeavours and advising changes that are required in the coming year.
- Increase the School's global reach and reputation, student recruitment and retention, and fundraising income.
- Meet frequently and work synergistically with Programme Leaders, Fundraising Manager and Alumni Relations Officer so that all functions represented by the roles work effectively and harmoniously to meet the objectives of the School.

Key Marketing Tasks:

- Overall responsibility for marketing the School, its programmes and increasing the School's name recognition.
- Generate sufficient leads so that the Engagement Team can reach its annual student recruitment targets for each programme set by the ExT.
- Ensure that fundraising advances in line with the annual goals set.
- Create an effective LST presence at events such as Spring Harvest, The Big Church Day Out, New Wine and David's Tent.

Key Communication Tasks:

- Oversight of and responsibility for the content of LST website.
- Maintain a daily presence on all major social media channels.
- Oversee online advertising and links.
- From AV recordings produce and publish events for public consumption.
- Develop, produce and maintain effective supporting materials.
- Strategically develop, edit and produce LST's *Insight* magazine.

Key PR Tasks:

- Maintain and develop effective relationships with the relevant media.
- Manage and develop existing and new partners.
- Network with organizations and peers in Higher Education institutions.
- Represent LST at events and meetings.

Key Engagement Tasks:

- Ensure that processes for handling interest and applications from prospective students are robust.
- Develop a strategy to increase the resources the School attracts in order for the School to attain its global status and reach as a world-class provider of theological education.

Key Institutional Tasks:

- Full participation in Chapel and community prayer groups.
- Participation in all on-site recruiting events.
- Attendance and active participation at the Academic Board, Operations Management Group and other School committees as required.
- Attendance at School events such as Graduation Day, the Laing Lecture, Summer Conference.
- Any other reasonable duties as required by the Director of Finance & Administration.

Qualifications	Essential (E) Desirable (D)	Demonstrated at Application (A) and/or Interview (I)
Formal qualifications in Marketing, PR or HE Registry	E	A
Skills, experience and knowledge		
At least 5 years' professional experience in the field	E	A
Experience and sound understanding of all four areas of responsibility	E	A and I
Ability to build strong and effective relationships with a wide spectrum of key stakeholders both internally and externally	E	A and I
Deep understanding and experience of the productive use of Marketing and Social Media	E	A and I
Ability to build strong and effective relationships with a wide spectrum of key stakeholders both internally and externally	E	A and I
High level of planning and organisational skills	E	A and I
High level of English oral and written communication skills	E	A and I
Unwavering attention to detail	E	A and I
Web design and management experience	D	A and I
Thorough working knowledge of Microsoft Office, particularly Outlook, Word, Excel and PowerPoint	E	A and I
Experience of working within Higher Education	D	A and I
Experience of leading a team	E	A and I
Experience of the charity sector	D	A and I
Personal attributes		
Highly collegial, enthusiastic, proactive and uses initiative	E	A and I
Calm, efficient and polite manner; able to work under pressure without losing these qualities	E	I
Able to respond well to direction and correction	E	A and I
Ability to work as part of a team	E	A and I
Willingness to learn new skills	E	A and I
Ability to work in a changing and flexible organisation	E	A and I
Cheerful and willing attitude	E	I

Terms of Employment:

- Salary: £40,000 - £45,000 per annum.
- Hours: 1.0 FTE (35 hours per week). The usual working day is 9.00 am to 5.00 pm although some evening and weekend working may be required.
- Holidays: 27 days per annum plus public holidays for 1.0 FTE role and pro-rata accordingly.
LST is closed between Christmas and the New Year and this is given as additional leave.
- Pension: Eligible to join the School's pension scheme.
- Notice: During the six month probationary period, one week's notice must be given in writing on either side. After this period, one calendar month's notice must be given in writing on either side.

Date of appointment: It is intended that the postholder shall take up the post as soon as possible.

Occupational Requirement: There is an occupational requirement for the post holder to be a practising Christian in accordance with the Equality Act 2010: Part 1, Schedule 9.

All successful candidates must have the right to work in the UK.

Application Process and Closing Date:

Applicants should send the following to the HR Manager as pdf documents attached to an email:

- a. Covering letter of application in which you specifically state how you meet the requirements of the Person Specification)
- b. Curriculum vitae
- c. List of three referees (these will not be taken up without the candidate's permission)

The HR Manager
London School of Theology
Green Lane, Northwood
Middlesex HA6 2UW

Email: recruitment@lst.ac.uk

Tel: 01923 456000

Candidates are encouraged to submit their applications promptly as these will be considered upon receipt.