



Marketing Manager Candidate Brief



BELLEVUE | EDUCATION



The Context and Role

Founded in 2003 by former Headmaster Mark Malley, Bellevue is a successful and well established independent schools group which educates more than 5000 students in its 21 schools, employing c.1000 people. Bellevue strives to achieve academic excellence in an innovative and supportive learning environment where every student is treated as an individual.

Bellevue is committed to further expansion whilst maintaining its commitment to providing an exceptional education for all its students. Attracting and developing the best possible team is critical to the group's approach and it has an impressive staff retention rate both in its central team and within its schools.

As Bellevue plans its future growth, there has been a focus on how to structure its central team, which has not grown in line with the expansion in schools under management. As part of that review, Bellevue is looking to appoint a Marketing Manager who will be a key member of the central team with responsibility for seven schools, working alongside two other Marketing Managers who will each report to the Chief Executive. Two marketing officers will report into the appointed Marketing Manager.

The Candidate

The ideal candidate will demonstrate:

- Proven marketing and promotions experience, ideally from the education sector;
- An appreciation of the relationship between the group and centre and individual schools and how to optimise the best results for both;
- An understanding of online marketing and social media and how to ensure it secures the best results;
- Extensive experience of developing, maintaining and delivering on marketing strategies to meet company objectives;
- Excellent organisational and prioritisation skills combined with high levels of creativity.
- Strong verbal and written communication skills;
- Budget management experience and good numerical skills;
- Good articulate presentation skills and levels of numeracy;
- An appreciation of Bellevue as a group and of the ethos and values of each school.

Terms and Conditions

This is a full-time and permanent position, based in Haymarket, London.

The salary will be up to £50k with a competitive package including private healthcare.

How to Apply

Bellevue has engaged Wild Search to advise on this appointment. Anyone interested in applying should contact them to discuss the requirements further or apply online at www.wildsearch.org/opportunities including:

- A full curriculum vitae;
- A covering note of c.750 words, setting out relevant experience and interest;
- Names and contact details of three referees (included on either CV or covering note).

Referees will not be contacted without the express permission of candidates.

For further information, please contact Edward Wild or Amy Wevill at Wild Search on 0207 233 2230.

Deadline for applications is 10th June with interviews taking place during the week beginning 17th June in London.

Shortlisted candidates will be invited to meet or have a phone conversation with Mark Malley during week beginning 10th June prior to the final interviews.