



**EduExec Recruitment
Limited**

EER64
Marketing and Admissions Manager
South London
£50,000
One Month

Ref. EER64

Profile

Enthusiastic education and NFP marketing professional with strong integrated communications experience and excellent strategic and tactical marketing skills. Highly competent copywriter for both digital and print communications. Sound understanding of multi-channel approach to optimise marketing messages to target audiences, with precise attention to detail and excellent interpersonal skills.

Employment History

| | |
|--------------------|------------------------|
| Independent School | January 2025 – present |
|--------------------|------------------------|

Marketing and Admissions Manager

Reporting to the Head and working collaboratively with the Bursar and Governing Body, deliver effective implementation of marketing strategy across all platforms (digital, social and print) to recruit and retain pupils

- Developed and implemented a comprehensive marketing plan with recommendations for most appropriate media and communications channels to maximise return on investment
- Organised and implemented programme of Open Days and other recruitment events, liaising with school staff to ensure effective delivery and reporting back on event outcomes
- Designed and produced school's marketing materials including prospectus, promotional literature, branded gifts and informative leaflets which supported the Admissions process
- Maintained the school's website and social media channels, producing engaging and creative content that enhanced the brand
- Built and maintained inclusive relationships between the school and prospective families through regular contact and face to face communications.

| | |
|----------------------|----------------------------|
| Not For Profit Group | March 2020 – December 2024 |
|----------------------|----------------------------|

Sales and Marketing Manager

Created and implemented annual marketing plan, incorporating print and digital communications, advertising and national brand awareness campaigns. Managed consultant and referrer relationships, growth and a calendar of profile-raising events to drive business.

- Devised and delivered integrated local marketing strategy which aligned with national marketing proposition and incorporated media channels including video, website, social media and print
- Delivered national marketing campaigns which engaged patients, increased website traffic by 5% and phone enquiries by 3%; ensured consistent brand style and clear tone of voice
- Analysed impact of campaigns through website analytics, tracking links and UTM codes for specific calls to action
- Managed self-pay sales function, working closely with Liaison Officer to fill the sales funnel through patient events, optimised web copy and a calendar of social media content
- Managed annual hospital marketing budget of £20k; reported on return on investment at quarterly review meetings and ensured efficient spending with preferred suppliers
- Designed and delivered annual events calendar which raised the hospital's brand profile and increased awareness of key consultants to referrers on both local and national level
- Collaborated with Senior Management Team on hospital business plan and strategic approach to gain CQC Outstanding rating; implemented regular staff and patient visits to gain feedback.



EduExec Recruitment
Limited

EER64
Marketing and Admissions Manager
South London
£50,000
One Month

London based University

April 2016 – Feb 2020

Faculty Marketing Manager

Planned and managed integrated marketing activities for the faculty, aligned to overarching UK student recruitment marketing strategy. Acted as business partner for Marketing directorate, developing excellent relationships with senior management team and academic stakeholders.

- Advised on, planned and delivered integrated strategic and operational marketing plan to recruit UG and PG students; in January 2019 recruitment targets were exceeded by 4% and 12% respectively
- Developed briefs for agencies, suppliers and internal service partners, including Web, Design & Print, Media & PR, Market Research and Communications teams; ensured marketing materials were correctly targeted and tailored to audiences, visually consistent and accurately branded
- Managed two Faculty Marketing Support Officers (Content and Digital): developed objectives and performance targets, and conducted their annual appraisals
- Planned and managed attendance at HE fairs, key industry events and recruitment fairs.
- Designed stands, liaised with academics and produced merchandise to promote courses

Not for Profit

Sep 2009 – March 2016

Marketing Lead

Developed, implemented and delivered a comprehensive integrated marketing plan, in line with hospital's strategic objectives. Branded and launched two satellite clinics, generating local and cross-London press and publicity.

- Developed and produced suite of marketing literature to raise awareness of the Hospital and its outpatient facilities to patients, GPs and allied health professionals, ensuring consistency in messaging, brand and visual identity
- Delivered integrated advertising campaign to raise awareness of the Fertility Clinic to patients through print, online and radio: increased patient appointments by 20%
- Branded, launched and promoted new Outpatient Centre to GPs: raised profile and increased patient volumes, exceeding anticipated revenue generation
- Planned and wrote quarterly newsletter on hospital's services, facilities and new consultants, which was delivered to 2,500 GPs and other health professionals.

Between February and September 2009, I held various contract positions including at Nuffield Health head office where I assisted the hospital marketing team on specific projects.

Communications Group

Oct 2008 – Feb 2009

Marketing Executive

Promoted Fidelity intranet as major communications channel across organisation, creating and publishing up-to-date corporate content, supporting publishers across business and ensuring accurate observation of online style guidelines and publishing protocols.

- Developed relationships with internal stakeholders across departments, providing editorial leadership and best practice support on publishing content to intranet
- Originated, wrote and published corporate news, updating content on daily basis and promoting channel as critical focal point for use by staff
- Analysed intranet usage, reporting on performance and weekly page hits, making recommendations on how to increase intranet traffic to support business strategy.



**EduExec Recruitment
Limited**

EER64

Marketing and Admissions Manager
South London
£50,000
One Month

London based School

Sep 2005 – Oct 2008

Communications Manager

Planned and delivered integrated marketing communications campaigns to global alumni community of 28,000, raising profile of the school across multiple channels.

- Delivered portfolio of integrated communications campaigns to target markets, maximising campaign effectiveness through strategic market segmentation
- Planned, wrote and edited monthly e-newsletter, distributed to audience of over 18,000, increasing brand awareness and promoting alumni services and benefits
- Edited and proofread commissioned copy for community section of quarterly print magazine, which was consistently rated the most popular part of the publication.

Education & Qualifications

*University of Warwick
Cranleigh School, Surrey*

BA(Hons) Comparative American Studies: 2(ii)
'A' levels: English (B), French (B), German (C)