

Bilingual French/English Communication and Marketing Officer

Vacancy Ref: 40053

Closing Date: 01/02/2022

Salary: £30,000 to £36,000 per annum depending on experience

Contract Type: Full time (40 hrs a week)

About CFBL:

Established in 2011, CFBL | Collège Français Bilingue de Londres provides French-English bilingual education to 700 students aged 3 to 15 years old.

Tolerance and openness are central to CFBL's philosophy and permeate our community comprising some 35 different nationalities.

Our school is located near Camden, in central London, and provides students with an excellent education, underpinned by a special commitment to language learning and digital culture.

Why CFBL:

London-based Outstanding bilingual school CFBL is looking to appoint a dynamic Communication and Marketing Officer to manage the school's visibility and drive student recruitment.

We are committed to creating and sustaining an environment that values and celebrates the diversity of both staff and pupils.

CFBL is an equal opportunity employer.

As Communication and Marketing Officer, your key responsibilities will be to:

Successfully putting together the 360° brand building plan and 7 P's of marketing of the school and work to develop strategic marketing initiatives and activities.

Manage a communication and marketing assistant.

1- DIGITAL MARKETING

a. Website design and content

- Create and manage content, update;
- Copywriting and benchmarking;

- Analytics reporting - create website and social media analytics reports – suggest ideas on how to improve;
- Create and maintain events and calendar + canteen menus.

b. Social media

- Social media management (Facebook, Instagram, TikTok, Twitter, LinkedIn, Youtube): develop a strategy, create content, schedule posts, improve engagement and grow followers.

c. Email marketing

- Newsletter management – create content, manage contact lists, reporting.

d. SEO

- SEO development and improvement.

e. Multimedia

- Understand the visual and strategic landscape of social media with a strong foundation in content production and management across all platforms;
- Create, edit and publish videos;
- Manage the brand document library of pitch decks, brand packs, posters, etc.;
- Be in charge of the GDPR document and different Google Forms & Surveys;
- Take pictures and ensure GDPR compliance (General Data Protection Regulation);
- Manage the visuals on the different screens of the school.

2- PRINT & GRAPHIC DESIGN

- Designing CFBL's Yearbook, Diary, Flyers, Invitations to events, and any other Marketing materials;
- Manage marketing stock and equipment (in office and storage unit).

3- PR MANAGEMENT & EVENTS

- Lead marketing, PR and comms for CFBL organised events including designing of invitations and any marketing involvement / delivery at the event - from Open Days to corporate networking, school festivals to staff parties;
- Manage Media campaign and increase CFBL's awareness within the French and British Media;
- Writing and distributing press releases; preparing press images;
- Plan CFBL's participation into Schools Fair / French events / School events, etc.;
- Provide communications support in reputational crises and act as deputy to Head.

4- MERCHANDISING

- Develop goodies aligned with the values and projects of the school;

5- MARKETING AND ROI

- Manage and develop marketing campaigns and evaluate the effectiveness of campaigns;
- Lead successful communications with the school's various stakeholders and ensure the school's visibility;
- Lead successful communications with the AEFE and external partners;
- Analyse, review messages, update campaigns, monitor budget and ROI;
- Track PR and social media coverage, update the marketing collateral accordingly;
- Create branded advertising campaigns;
- Conduct market research to identify marketing opportunities;
- Simplify data into a user-friendly format such as graphs, charts, and other visual aids.

6- DRIVE STUDENT RECRUITMENT COMMITTEE

The Marketing and Recruitment Committee oversees marketing and student recruitment activities. It is a forum for fostering a free exchange of creative ideas and will help ensure the value for money of activities. Your role:

- Help ensure that resources are focussed on activities that are most effective in recruiting students and raising the brand awareness of CFBL, and that marketing and recruitment activities are well-coordinated;
- To ensure a robust and efficient process for the conversion of enquires into students, including effective management of potential students during the registration process;
- To give reports on the performance of home and international marketing, including data regarding advertising performance, web traffic and engagement, enquiries, open days, social media performance, engagement and conversion activities.

7- INTERNAL MARKETING

- Develop appropriate internal communication channels;
- Develop, steer, influence and implement an integrated internal communications plan for CFBL;
- Help promote teachers' events and projects;
- Assist the Headteacher with different committees.

Applicants for this role should be able to demonstrate the following qualities and skills:

Education and experience

- A degree level qualification or above in a relevant subject, however experience and practical knowledge is more valued than educational qualifications;
- A minimum 3+ years of digital marketing experience ideally in a B2B / professional services environment;
- Experience working with: Social Media marketing, both organic and paid, SEO, hashtags, Plausible and a general understanding of paid media;
- Have an excellent verbal and written communication skills in French and in English;

- Have a natural affinity for customer satisfaction, top-notch service. You are naturally empathetic and able to communicate in ways that empower.

Personal:

- An enthusiastic 'people person' and team player;
- A willingness to learn, work hard, contribute to the team and develop new skills;
- Have an ability to work independently;
- Highly organised, structured and disciplined;
- Focus on solving conflicts and always maintain a calm demeanour;
- Have a strong attention to detail;
- Desire to work in a performance-focused, KPI-oriented team;
- Have strong analytical skills;
- Have a strong interest in education and demonstrate the ability to successfully build rapport with children and the public.

Skills

- Pack Office (Word, Excel, PowerPoint)
- Proven graphic design experience, including expertise in design and video editing software and technologies (such as InDesign, Illustrator, Photoshop, Premier Pro)
- CMS knowledge

Why join us:

The school also has a generous salary scale and benefits of service, including:

- Up to 9 weeks annual leave;
- Competitive employer pension contribution;
- Flexible benefits to use on transportation, travel, childcare, big purchases...;
- Free lunch daily (cooked on the premises);
- Perkbox scheme (discounts at a wide range of retailers);
- Bike-to-work scheme;
- School fees reduction;
- Life Insurance;
- Income protection.

Conditions

Safeguarding and welfare

- The School is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and an Enhanced Disclosure from the Disclosure and Barring Service.

Right to work in the UK

- The EU's free movement rules no longer apply in the UK. European Economic Area ('EEA') nationals must be granted immigration permission to live and work in the UK. There are numerous requirements that employers sponsoring individuals under the Skilled Worker route must meet.

Reporting Line

This job will report to the Headteacher

Employment:

- Full time, permanent contract;
- Salary: £30,000 to £36,000 per annum depending on experience;
- Start date: As soon as possible

Working at CFBL | Collège Français Bilingue de Londres means joining a dynamic and stimulating team, taking up challenges, meeting awesome people every week, and changing the world, a little bit, every day!