

## Job Advertisement: Part-Time Marketing Manager (Maternity Cover)

**Position:** Marketing Manager (Maternity Cover)

**Location:** CFBL – Collège Français Bilingue de Londres, London

**Duration:** 3-6 months from April 2025 (Part-time, 3 days per week)

**Salary:** Competitive, based on experience

### About Us

CFBL (Collège Français Bilingue de Londres) is a leading French-English bilingual school in London, providing high-quality education for students aged 3 to 15 years. As a proud member of the AEFÉ network, we offer a multicultural environment with over 60 nationalities represented, ensuring a seamless educational experience for internationally mobile families.

### The Role

We are seeking an organised and proactive **Marketing Manager** to join our team on a part-time basis to cover maternity leave. The successful candidate will focus on executing and monitoring CFBL's marketing and admissions strategies, ensuring our bilingual offering and community values are effectively communicated to prospective families.

### Key Responsibilities

- **Advertising Coordination:**
  - Identify and book advertisements across print, web, and social media platforms.
  - Ensure ads align with CFBL's brand identity and messaging.
- **SEO Campaign Management:**
  - Liaise with the school's SEO agency to oversee the ongoing SEO campaign.
  - Monitor campaign performance and recommend adjustments to maximise visibility.
- **Marketing Campaign Management:**
  - Work closely with CFBL's marketing agency to implement and optimise marketing initiatives.
  - Ensure campaigns reflect the school's unique bilingual and multicultural ethos.
- **Performance Analysis:**
  - Analyse the impact of various marketing actions, including campaigns and events.
  - Provide insights and recommendations to improve overall effectiveness.
- **Event Organisation & Promotion:**
  - Plan and promote outreach and admissions events such as open days and fairs.
  - Ensure events are well-coordinated and effectively communicate CFBL's value proposition.

### About You

The ideal candidate will have:

- Excellent communication skills in both French and English.
- At least 3-5 years' experience in marketing, ideally within the education sector or a related field.
- Strong organisational skills and the ability to manage multiple projects effectively.
- Proficiency in social media, digital marketing, and campaign analysis tools.
- A collaborative approach to working with agencies and internal stakeholders.
- Knowledge of SEO and advertising platforms is highly desirable.

### **Why Join CFBL?**

- Contribute to a bilingual, diverse, and welcoming school community.
- Play a pivotal role in shaping CFBL's outreach efforts during a crucial period.
- Collaborate with dedicated teams and external partners to enhance the school's visibility.

### **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

Unfortunately CFBL will be unable to provide a visa for this position. Applicants must ensure they have the right to work and live in the UK.

### **How to Apply**

To apply, please send your CV and a cover letter outlining your suitability for the role to [recruitment@cfbl.org.uk](mailto:recruitment@cfbl.org.uk) by 14 February 2025.