



The Royal School Armagh

Development and Marketing Officer

Role Summary

The Development and Marketing Officer position is a new full-time role (initially for a 2-year fixed term). The postholder is responsible for developing and delivering a comprehensive marketing, communications, and admissions strategy that supports pupil recruitment, strengthens engagement with current families, and enhances the profile and reputation of Royal School Armagh. The Development and Marketing Officer will lead and develop the school's communications and PR strategy.

Reporting to the Bursar and Business Manager, the postholder will combine strategic planning with hands-on delivery to promote the school's values, achievements, and distinctive character to prospective families and the wider community. The role is central to driving pupil recruitment, fostering strong relationships with alumni, and supporting wider community engagement initiatives.

Salary placement is on the NJC points 29-32. (Currently £39,862 - £42,839)

Purpose of the Role

To increase pupil enrolment, with a particular focus on the Preparatory and Boarding Departments, strengthen stakeholder engagement, and ensure Royal School Armagh is positively represented through effective marketing, communications, admissions, and community relations activities. The role contributes directly to the school's long-term sustainability, growth, and reputation.

Key Areas of Responsibility

- Develop and implement the school's marketing and communications strategy.
- Lead initiatives that maximise pupil recruitment and support admissions objectives.
- Promote the school's values, achievements, and distinctive educational offering.
- Manage engagement with prospective and current parents, pupils, alumni, and the wider community.
- Enhance the school's reputation across digital, print, and face-to-face channels.
- Deliver effective marketing campaigns and communication activities.
- Build and maintain meaningful relationships with alumni and supporters of the school.
- Support school events, recruitment activities, community outreach programmes, and fundraising initiatives where appropriate.

- Monitor and evaluate marketing effectiveness against agreed objectives and key performance indicators.
- Fundraising – engaging with sponsors, grant applications etc.
- Attendance at marketing events & symposia
- Operational development of the school's business interests
- Undertake supervisory and other duties as directed by the Senior Leadership Team.

Key Responsibilities

The duties outlined below indicate the range of responsibilities associated with this post and are not intended to be exhaustive. The postholder will be expected to demonstrate flexibility, initiative, and a willingness to undertake other duties that are reasonably required to support the ongoing needs and development of the school.

Marketing and Communications

- Develop, implement, and evaluate a strategic marketing and communications plan aligned with the school's vision, values, and objectives.
- Promote Royal School Armagh to prospective families, feeder primary schools, and key stakeholders through a range of marketing channels.
- Create, commission, and manage as appropriate high-quality content for the school website, social media platforms, newsletters, publications, press releases, and promotional materials.
- Lead marketing campaigns aimed at increasing pupil recruitment, particularly within the Preparatory and Boarding Departments.
- Maintain and enhance the school's digital presence, ensuring content remains current, engaging, and aligned with brand guidelines.
- Monitor, analyse, and report on marketing performance using data and insights to inform decision-making and future activity.
- Manage relationships with external marketing, design, media, and advertising suppliers as required.

Admissions

- Manage and coordinate the admissions process from initial enquiry through to enrolment.
- Provide a welcoming, professional, and efficient experience for prospective pupils and their families.
- Organise and support admissions events, including Open Days, school tours, and recruitment activities.
- Maintain accurate admissions data and records in accordance with school policies and data protection requirements.
- Produce admissions reports and analysis to support strategic planning and recruitment targets.
- Act as the primary point of contact for prospective families, responding promptly to enquiries and providing accurate information about the school.
- Develop and maintain effective follow-up processes to maximise conversion from enquiry to enrolment.

Reputation

- Protect and enhance the school's identity, ensuring consistency across all communications, publications, and marketing materials.
- Promote and celebrate the school's achievements, values, and unique educational offering to internal and external audiences.
- Develop positive relationships with parents, pupils, staff, media representatives, and community stakeholders.
- Identify opportunities to raise the profile and reputation of the school locally, nationally, and internationally.
- Manage media relations and support positive publicity opportunities for the school.

Alumni Relations

- Develop and maintain a comprehensive alumni engagement programme.
- Strengthen relationships with former pupils and encourage ongoing involvement with the life of the school.
- Plan, and deliver engagement events, networking opportunities, and communications (where appropriate in partnership with the Old Armachian Society), plan and deliver alumni events, networking opportunities, and communications.
- Maintain accurate alumni records and databases.
- Support initiatives that strengthen alumni engagement and contribute to the school's long-term development objectives.

Fund Development

- Develop and maintain Identify, develop and secure funding opportunities including grants, trusts, corporate partnerships and individual giving
- Lead the preparation of high-quality funding applications and proposals
- Develop sustainable income streams to support facilities, programmes and strategic initiatives
- Monitor and evaluate fundraising activities, using data to inform future planning

General Responsibilities

- Act as a positive ambassador for Royal School Armagh at all times.
- Support and attend school events as required, including occasional evening and weekend events.
- Work collaboratively with colleagues across all departments to support the strategic objectives of the school.
- Comply with all school policies and procedures, including those relating to safeguarding, health and safety, equality, data protection, and confidentiality.
- Undertake any additional duties commensurate with the grade and nature of the post.
- Demonstrate professionalism, initiative, flexibility, and a commitment to the values and ethos of the school.

Person Specification

Essential Qualifications

- Educated to degree level or equivalent.
- Evidence of continuing professional development relevant to the role.

Desirable Qualifications

- A professional qualification in Marketing, Communications, Public Relations, Business, or a related discipline.

Essential Experience

- Proven experience in a marketing, communications, admissions, recruitment, or public relations role.
- Experience of developing and implementing successful marketing strategies and campaigns.
- Experience of digital marketing, including social media management, website content management, email marketing, and online advertising.
- Experience of creating high-quality written and visual content for a range of audiences and platforms.
- Experience of planning and delivering events, open days, or stakeholder engagement activities.
- Experience of managing databases and analysing data to inform decision-making and measure outcomes.
- Experience of building and maintaining positive relationships with a range of stakeholders.

Desirable Experience

- Experience working within the education sector, preferably in an independent or grammar school environment.
- Experience of pupil recruitment, admissions, or customer relationship management.
- Experience of stakeholder relations, fundraising, or development activities.
- Experience of working with media organisations and managing public relations activities.

Knowledge and Understanding

Essential

- Knowledge of current marketing and communications practices and trends.
- Understanding of digital media, social media platforms, and content marketing.
- Understanding of brand management and reputation development.
- Awareness of data protection requirements and the importance of confidentiality.
- Understanding of the importance of safeguarding and promoting the welfare of children and young people.

Desirable

- Knowledge of the Northern Ireland education sector.
- Understanding of the admissions process within post-primary education.

Skills and Abilities

Essential

- Excellent written, verbal, and presentation communication skills.
- Strong interpersonal skills with the ability to engage confidently with parents, pupils, staff, alumni, and external stakeholders.
- Excellent organisational and project management skills, with the ability to manage multiple priorities and meet deadlines.
- Strong analytical skills with the ability to interpret data and produce meaningful reports.
- High level of proficiency in Microsoft Office applications and digital communications platforms.
- Ability to create compelling marketing and promotional materials.
- Ability to work independently, use initiative, and solve problems effectively.
- Strong attention to detail and commitment to maintaining high standards.

Desirable

- Experience of website content management systems (CMS).
- Knowledge of graphic design, photography, video production, or marketing analytics tools.
- Experience of customer relationship management (CRM) systems.

Personal Qualities

- Professional, enthusiastic, and proactive approach to work.
- Commitment to the values, ethos, and objectives of Royal School Armagh.
- Ability to represent the school positively and act as an effective ambassador.
- Creative and innovative thinker with a strong customer-service focus.
- Flexible and adaptable, with a willingness to work occasional evenings and weekends to support school events.
- Ability to work collaboratively as part of a team whilst maintaining personal accountability.
- High levels of integrity, discretion, and professionalism.

Other Requirements

- Commitment to safeguarding and child protection.
- Willingness to undertake training and professional development as required.
- Satisfactory completion of all pre-employment checks, including AccessNI clearance and references.
- Eligibility to work in the United Kingdom

Criteria	Essential	Desirable
Degree or relevant professional qualification	✓	
Marketing and communications experience	✓	
Strategic marketing campaign delivery	✓	
Digital marketing and social media expertise	✓	
Event management experience	✓	
Data analysis and reporting skills	✓	
Education sector experience		✓
Admissions/recruitment experience		✓
Alumni relations experience		✓
Customer Relationship Management /database management experience		✓
Graphic design/video/content creation expertise		✓