



A Career at St Edmund's College	
Digital Marketing Platform & Data Lead	
Job Description	
Reporting to:	Director of Marketing
Summary of the role:	<p>To manage and optimise the College's digital ecosystem, ensuring all platforms, data, and systems work together to drive high-quality enquiries, improve conversion, and support strategic growth.</p> <p>This role is responsible for the performance infrastructure of marketing, not content creation.</p>
Line management responsibility for:	
Main duties and responsibilities:	<p><u>1. Digital Platform Management</u></p> <ul style="list-style-type: none"> • Oversee the performance, structure and functionality of the school website • Optimise user experience (UX) and navigation across key entry points (11+, 13+, Sixth Form) • Ensure all digital platforms are current, accurate, and aligned to brand and admissions priorities • Manage relationships with external digital and web agencies <p><u>2. Data, CRM & Systems Ownership</u></p> <ul style="list-style-type: none"> • Own and manage a CRM system, ensuring accurate data capture, segmentation and reporting • Integrate website, CRM, and marketing platforms to create a seamless enquiry journey • Maintain data integrity in line with GDPR and school policies • Develop and manage dashboards and reporting systems for senior leadership <p><u>3. Performance & Conversion Optimisation</u></p> <p><i>Monitor and optimise:</i></p> <ul style="list-style-type: none"> • Website conversion rates • Enquiry volumes and quality • User journeys across digital touchpoints • Build and refine landing pages aligned to key recruitment entry points • Implement and manage tracking systems (Google Analytics, pixels, CRM attribution) • Support paid digital campaigns through data insight and performance tracking <p><u>4. Insight & Strategic Analysis</u></p> <ul style="list-style-type: none"> • Analyse market trends, competitor activity, and audience behaviour • Use demographic and performance data to identify growth opportunities (day, boarding, key regions) • Produce regular performance reports with clear recommendations to improve ROI and conversion

	<p>5. Digital Governance & Compliance</p> <ul style="list-style-type: none"> • Ensure all digital platforms comply with: • Data protection (GDPR) • Safeguarding and permissions (e.g. imagery use) • Maintain consistency and accuracy across: • Website • External school listings (e.g. ISC, HMC, directories) <p>Funnel Ownership</p> <p><i>Awareness → Interest</i></p> <p>Funnel ownership for the Digital Marketing Platform & Data Lead sits across the Awareness and Interest stages, with clear accountability for how effectively the school's digital infrastructure converts attention into high-quality enquiries. This role is responsible for ensuring that every digital entry point e.g. website, landing pages, paid traffic, and CRM integration, is optimised, measurable, and aligned to admissions priorities.</p> <p>Accountability is defined through performance: improving conversion rates, enquiry quality, and cost per acquisition, while maintaining accurate, compliant data systems that enable the wider team to act with confidence.</p> <p>In practice, this means not just reporting on performance, but actively diagnosing friction in the user journey, implementing improvements, and ensuring that digital platforms consistently move prospective families from initial awareness to meaningful engagement with the school.</p> <p>Strategic Contribution</p> <ul style="list-style-type: none"> • Drives data-led decision making across marketing and admissions • Enables targeted community engagement through segmentation and insight • Ensures the school's digital presence is high-performing, measurable, and scalable <p>Success Measures (KPIs)</p> <ul style="list-style-type: none"> • Increase in qualified enquiries • Improved website conversion rates • Reduction in cost per enquiry • Accuracy and usability of CRM data and reporting • Performance improvements across digital entry points
Works Closely With:	<ul style="list-style-type: none"> • Admissions • Content & Storytelling Lead • Community & Partnerships Lead
Safeguarding Responsibilities:	<ul style="list-style-type: none"> • Whilst not in a teaching role, as a Digital Marketing Platform & Data Lead you will be working on a regular basis in a school in a role which gives opportunity for contact with children. As such, you will be in regulated activity and an enhanced DBS check (which includes children's barred list information) will be required in advance of appointment. • Safeguarding and promoting the welfare of children is everyone's responsibility. As with all College staff members, you will therefore be responsible for providing a safe environment in which children can learn.
Other	<ul style="list-style-type: none"> • Undertake other duties of an appropriate level and nature as and when requested by the Headmaster, Bursar and any other member of the core SLT.
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	Hertfordshire, SG11 1DS Telephone: 01920 824335 Email: hr@stedmundscollege.org
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The College is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. Candidates will be required to undergo relevant Safeguarding Checks.

We will seek references on short-listed candidates that will include questions about past disciplinary actions or allegations in relation to behaviour with children and may approach previous employers for information to verify particular experience or qualifications before interview.

This role is exempt from the Rehabilitation of Offenders Act 1974 and the amendments to the Exceptions Order 1975, 2013 and 2020.