



MALVERN
COLLEGE

Director of Marketing and Admissions





General

Malvern College is a leading independent school for girls and boys aged 13 to 18. Our focus is on encouraging academic excellence, personal growth and all round achievement in our pupils and providing outstanding pastoral care through the impressive House system. It is a vibrant hub of activity where pupils participate in an enormous range of co-curricular activities that support and inform their individual academic programmes.

The school is proud of its high academic standards and its pastoral care. There is a broad curriculum which is intended to give all pupils breadth and depth in a range of disciplines. We have offered the International Baccalaureate as an alternative to A levels since 1992 and approximately 50% of our Sixth Form choose each course of study. Results are excellent and pupils consistently secure places at Russell Group universities, including Oxford and Cambridge and an increasing number of pupils go to Ivy League or top universities in the US and Canada. Malvern College is a SAT centre.

There are 640 pupils at Malvern College, and 250 at The Downs Malvern, our affiliated prep school in Colwall. We are a traditional full boarding school with 77% of our pupils boarding and weekends are busy with a full programme of activities. We seek to prepare those who study at Malvern for a world that is fast changing, and our House system engenders a sense of community and collective purpose. Pupils eat in their Houses creating the family feel for which Malvern is well known.

Situated on the slopes of the Malvern Hills and close to the centre of Great Malvern, the beautiful 250-acre main College campus commands striking views across the Severn Plain towards the Cotswolds.

The excellent facilities include an Arts Centre, a Music School, a Theatre (which is undergoing extensive redevelopment this year), two tournament quality Rackets Courts, a Library, extensive sports grounds, two all-weather pitches and a Technology Centre. A newly refurbished Science Centre was officially opened in 2015 which, alongside state-of-the-art laboratories and equipment, also has a new lecture theatre. Our other facilities include a fantastic sports complex which has a twenty-five metre pool, an eight-court sports hall, squash courts, gym, dance studio, climbing wall and rifle range. In addition, a hospitality suite allows the College to host a variety of functions throughout the year.

The Malvern brand is globally strong: we have sister schools in Qingdao, Chengdu, New Cairo and in Hong Kong.

Our school community is vibrant and staff are committed and enthusiastic; all applicants are encouraged to view our website www.malverncollege.org.uk



Role Summary

This is a newly created post, which will provide strategic direction and inspiring leadership for the College's marketing and admissions activities. Reporting to the Head through the Bursar, the Director of Marketing and Admissions (DoM&A) will be a member of the College's Senior Management Team and as such instrumental in shaping the strategic direction of the College as a whole.

This is a role that has a significant strategic element to it; it is pivotal to the future of the College, taking the lead in developing and delivering outstanding marketing and pupil recruitment strategies and will build and maintain excellent relationships with all key stakeholders, both internal and external.

The postholder will provide inspiring and motivational leadership for the existing Marketing and Admissions team, and be responsible for the development and implementation of the College's Strategic Marketing Plan as well the management of an operationally excellent marketing and admissions function.

While the initial priority will be the College's UK based, strategic pupil recruitment led activities, it is anticipated that the postholder will also have a role to play in overall brand management for Malvern College. This will involve the spectrum of its wider commercial activities including overseas, as the College's strategy of expansion through the development of further satellite schools continues.

This dynamic leadership position will most likely be suited to an experienced senior strategic marketing, business development or sales/recruitment professional bringing with them extensive commercial experience, gained inside or outside the education sector. They will have an instinctive feel for the College's customers and their needs, and bring with them the relevant skills to undertake this complex and exciting job.

Primary Purpose of the Role

- Develop and implement marketing, communications and admissions strategies and ensure that they are aligned with the College's mission, vision, values and strategic priorities and effectively differentiate the College.
- Develop and execute pupil recruitment strategies to ensure that the College's pupil recruitment targets are met, and a first rate customer experience is provided.
- Oversee marketing across the whole College with a view to strengthening the College's overall standing and reputation with all key stakeholders.
- Manage and develop Malvern's College's brand, acting as 'Brand Guardian', ensuring that the College communicates, engages and presents key messages in a consistent and professional manner.
- Develop and grow key press and PR relationships to enhance and maximise the Malvern brand.
- Lead, inspire, motivate and develop the Marketing and Admissions team of seven staff.



Key Responsibilities

Strategy and Planning

- Develop, manage and implement the College's strategic marketing plans in conjunction with the College's strategic priorities.
- Set, monitor and track the short and long-term strategies for marketing, communications and pupil recruitment in close liaison with the Head and in line with the College's Development Plan.
- Monitor and report all high-level metrics, pro-actively using data to devise appropriate interventions where required.
- Keep abreast of, and advise the College Senior Management Team about, trends in the sector, both UK and international, contributing to the formulation of the College's Development Plan.
- Develop and implement the College's communications and public relations strategy by raising awareness and differentiation across key markets – local, regional, national and international – developing appropriate strategy for both offline and digital media.
- Develop the College's Feeder School strategy aimed at expanded geographic reach and delivery of a targeted and effective outreach programme.
- Engage with the College's global and overseas marketing strategy as required.

Marketing and Communications

- Direct and oversee all marketing and promotional activity across the College, both print and digital, providing guidance where needed, with a view to strengthening the College's overall standing and reputation with all key stakeholders.
- Implement the College's Communications and Public Relations strategy via effective tactical contact, advertising and communication plans, and including an effective programme of digital and social media activities.
- Develop, embrace and utilise the College's brand values to best effect to differentiate Malvern's positioning, ensuring these brand values are appropriately reflected in all College communications.
- Manage the Malvern College brand consistently, both within and outside the College, providing overall editorial and design control across all communications and advertising media.
- Provide strategic oversight of the College's website, with responsibility for its evolution, update and accuracy.
- Develop and implement an effective digital and social media strategy, including the development of policies and procedures relating to the College's digital footprint.
- Undertake regular market and competitor research and analysis to inform future plans.



Admissions

- Meet and, where possible, exceed, the College's targets for pupil recruitment, establishing an effective recruitment strategy across all year groups and geographies.
- Oversee the development and refinement of all pupil admissions and scholarship procedure, including the College's admissions-related events and touch-point strategy.
- Forecasting, statistical review, analysis and reporting of all pupil admission data.
- Maintain and further develop the international recruitment strategy, including the identification and management of new overseas markets and agency relationships – participating in overseas trips where appropriate.
- Develop and maintain close relationships with key feeder schools, to include The Downs Malvern, along with other UK and overseas agencies through which day and boarding pupils are recruited.
- Monitor, and respond to, key market trends in pupil recruitment.
- Analyse, forecast and report on key pupil admissions data and statistics, revising strategies and tactical plans where appropriate.

Leadership

- Contribute to the work of Malvern College's Senior Management Team.
- Lead, motivate and develop the Marketing and Admissions team.
- Direct and lead the setting and delivery of the Marketing and Admissions Department and individual team members' objectives and targets.
- Manage and enhance the key customer interface between Malvern College and The Downs Malvern from the marketing and admissions perspective.
- Enhance the marketing capability within the department and the awareness of the importance of marketing and social media amongst all staff.
- Accountable for overall marketing and admissions related budgets.
- Report regularly to the Bursar, Headmaster and Management Board as required, advising on all matters relating to admissions, market trends and marketing strategy.
- Networking and relationship building with all key stakeholders: feeder schools, agents, staff at all levels, pupils, the media, alumni, current and prospective parents.

Person Specification

CRITERIA	ESSENTIAL	DESIRABLE
Education and Qualifications	<ul style="list-style-type: none"> Educated to degree level 	<ul style="list-style-type: none"> Recognised Marketing qualification or equivalent relevant strategic level marketing or related commercial experience
Experience, Knowledge and Understanding	<ul style="list-style-type: none"> Prior UK and/or international strategic and/or business development leadership experience at a senior level Track record of leading, motivating and consolidating teams Able to build excellent relationships with a wide range of people and to take the lead in promoting the College Senior level commercial or strategic marketing, communications, sales and customer care experience Planning, reporting and budget management Experience of developing strategic and tactical plans at a senior level, combined with a record of successfully implementing them Able to network and build strong external relationships in order raise the profile of the College A clear empathy for, and an understanding of, the ethos of Malvern College 	<ul style="list-style-type: none"> First-hand knowledge of the operation of an educational establishment from a leadership and management perspective Excellent market knowledge of independent schools and pupil recruitment in the UK and abroad Prior schools' marketing and/or admissions experience The ability to develop and implement an integrated multimedia marketing and communications strategy
Role Related and Personal Skills	<ul style="list-style-type: none"> Strong and persuasive communication and negotiation skills Highly articulate and literate A concise and accurate communicator The critical intelligence capable of systematically analysing performance, the market and competitors Numerate and IT literate Able to represent the organisation effectively to senior decision makers and high-profile individuals over the telephone and in writing Excellent organisational skills with a thorough attention to detail Collaborative approach Able to work under pressure, to multiple priorities and strict deadlines, prioritising own workload 	<ul style="list-style-type: none"> The proven ability to apply sound marketing principles in an educational context, taking into consideration the perspective of target audiences and the dynamics of the highly competitive marketplaces in which the College operates
General	<ul style="list-style-type: none"> A flexible approach to hours and duties A willingness to travel The desire to work in a changing and challenging environment 	<ul style="list-style-type: none"> Understanding of working in the independent sector and a boarding school environment

General Requirements

In accordance with the provisions of the Health and Safety at Work Act 1974 (as amended) and the Management of Health and Safety at Work Regulations 1999 (as amended) you must take reasonable care not to endanger yourself or other persons whilst at work. You must co-operate with the College to enable it to comply with its legal duties for Health and Safety.

Malvern College is committed to safeguarding and promoting the welfare of its pupils and expects all employees to share this commitment. Employees must, at all times, have regard to the need to safeguard and promote the welfare of children in line with the provisions of the Children Act 2004 (as amended) and Keeping Children Safe in Education (as amended) and be fully aware of, and understand, the duties and responsibilities that apply to their role in relation to these requirements. All employees must attend appropriate training in accordance with College and local Safeguarding Board stipulations.

It should be noted that the above list of duties and responsibilities is not necessarily a complete statement of the duties of the post. It is intended to give an overall view of the position and should be taken as guidance only.

Malvern Qualities

All staff are expected to model and promote our Malvern Qualities, which are:

- Resilience
- Self-Awareness
- Open-mindedness
- Kindness
- Collaboration
- Risk-Taking
- Curiosity
- Ambition
- Independence
- Integrity
- Humility

Benefits of Working at Malvern

- An attractive and highly competitive package, negotiable for the right candidate, commensurate with the seniority of the post, and based on qualifications, skills and the scale of prior experience
- Fee concessions for Malvern College and The Downs Malvern
- Contributory pension scheme with Scottish Widows (successful candidate will be auto enrolled after successfully completing 3 months service)
- 5 weeks holiday plus public holidays
- Subsidised Private Health Insurance
- Subsidised membership of the Sports Complex and facilities for staff and their immediate family
- Death in Service Insurance cover and Personal Accident Insurance cover
- Opportunities for Continuous Professional Development
- Free membership of the College library
- A strong, supportive staff community
- Free on-site parking
- Cycle to Work Scheme
- Childcare vouchers
- A beautiful campus with the Malvern Hills nearby

Hours

35 hours per week (Monday to Friday) with a requirement to work occasional weekends. The postholder is expected to work the hours necessary to fulfil the requirements of the post.

There may be a limited amount of travel to our international schools and for the purposes of international recruitment or relationship building.

Application Process

To find out more about the post or the College in the first instance, please contact Nina Lambert at RSAcademics for a confidential discussion:

Tel: 07764 185745 E-mail: ninalambert@rsacademics.co.uk

Applications are encouraged as early as possible. An application form can be downloaded from www.rsacademics.co.uk where the post is listed under Current Vacancies.

Candidates should complete the RSAcademics' application form and email it, together with a covering letter of application (both as PDF files please) to RSAcademics' Project Coordinator (Leadership Appointments) Hilary Battye at applications@rsacademics.co.uk. Hilary can be reached by calling RSAcademics' Head Office on 01858 467449 should you have any queries.

Applications should be accompanied by a covering letter, not exceeding two pages which clearly outlines your skills and experience for this role and the reasons why you are interested in applying. Please address your covering letter to the Bursar, Mr Guy Ralphs and e-mail it together with your application form to RSAcademics.

Closing date for applications: 10am Tuesday 22nd May 2018

All applications will be acknowledged by email. If you have not received acknowledgement that your application has been received within two working days of sending it, please contact Hilary Battye at RSAcademics' Head Office by telephone.

- Preliminary interviews will take place on 7th or 12th June 2018 at Malvern College
- Final interviews will be held on Tuesday 26th June at Malvern College

You will be required to provide proof of your identity, right to work in the UK and qualifications during the selection process.

Malvern College exists to provide a quality all round education for pupils aged 13–18 and is committed to safeguarding and promoting the welfare of children and young people. Candidates must be prepared to undergo child protection screening and an Enhanced DBS check.

Founded in 2002 by Russell Speirs, RSAcademics specialises in schools, in the UK and internationally, advising on marketing strategy and research, leadership consultancy and the search and selection of Heads and senior staff. Comprising a team of the best schools' marketing professionals and respected former school leaders, RSAcademics provides a high quality service to schools with rigour, experience and warmth. Please visit www.rsacademics.co.uk for more information.

April 2018