

JOB DESCRIPTION – November 2016

Job Title:	Head of Marketing and Admissions
Reports to:	The Head
Responsible for:	Marketing Manager and Registrar
Hours per week:	37 hours per week; 8.30am until 5pm, Monday to Thursday and 8.30am until 4.30pm on Friday.
Key Working Relationships Head Senior Leadership Team Marketing and Admissions Team Head's PA All staff, Parents and Students Prospective parents	
Job Summary <p>This is a key role within the school. Highly customer focused you will be responsible for leading and managing the Marketing and Admissions teams to market the school, sustain and grow the school roll to the required number and mix of students. You will be a key advisor to the Head on marketing and admission strategy providing market intelligence and commercial and competitive information and internal communications.</p> <p>You will be an experienced senior manager, with a proven track record in business strategy and marketing. Ideally you will have worked in an educational environment with direct experience of managing admissions or within a customer acquisition role. Self-motivated, customer driven with excellent communication and organisational skills you will thrive under pressure. As an important part of the role, you will have regular contact with members of the Senior Management Team including the Governors, current and prospective parents, teaching and support staff, external relations with agencies and members of the press. The role holder will be required to work on their own initiative and be able to prioritise their own workload and that of the department as a whole.</p> <p>The role holder will be responsible for a team of five people with the Marketing Manager and Registrar being direct reports. You will be expected to attend 'out of hours' events including the Annual Open Morning, Recruitment Fairs and other functions as required.</p>	
Duties and Responsibilities Strategic Development <p>The Head of Marketing and Admissions will be a key contributor to the development and implementation of the School's Development Plan including:</p> <ul style="list-style-type: none">• Advising the Head and fellow members of the Senior Leadership Team on the competitive landscape and key political, environmental, social, and technical influences and changes that impact on the schools future.• Providing management Information with respect to Admissions and Marketing activities that assist in the formation of the overall strategy for the school and measure performance against set targets.	

- Recommend and adopt new technologies to support and improve the overall efficiency in the recruitment and retention of students to the school.

Admissions

- The Head of Marketing and Admissions will be accountable for overseeing the complete admissions process from initial enquiry to the student joining Leighton Park.
- In agreement with the Head the role holder will set the strategic direction for the Admissions Department.
- To develop and oversee the implementation of the admissions strategy to ensure the required level of growth and profile of Leighton Park students including:
 - the identification and targeting of organisations which have the potential to generate multiple enquiries/admissions in to the School;
 - the development of (school and non-school based) feeder relationships within the local community and the establishment of close working partnerships to generate enquiries;
 - the development and management of specific school events to recruit students and to facilitate the admissions process for students to enter the school .
 - the acquisition of international students via agencies, directly and referred acquisition through the Leighton Park community
- To ensure that the processes supporting the admissions activities are customer centric focused, efficient and documented.
- Ensure compliance with educational and government bodies in relation to the recruitment of students within the UK and internationally.

Marketing

- To develop and oversee the management of the online presence of the school including the school website and building the footprint of the school across the appropriate social media platforms.
- To develop and oversee the implementation of the marketing strategy to support the development plan of the school and the admissions strategy.
- To develop and oversee the implementation of the communication plan to build awareness of the school and promote the distinctive educational proposition within the context of the schools Quaker values. This will include:
 - on and off line advertising campaigns to build awareness of the school;
 - creation and promotion of key school events to create awareness of the school and support student acquisition;
 - management of relations with the local and specialized press to support press release activity to enhance the reputation of the School;
 - the identification of relevant community based initiatives in which the school can play a relevant part;
 - communications with prospective and existing parents throughout their lifecycle with the school;
 - the development of the Leighton Park brand and marketing collateral;
 - to develop and promote an effective internal communications process;
- To manage the marketing and admissions budget.

Other

The above is only an outline of the tasks and responsibilities of the role. The post holder will carry out any other duties as may be reasonably required by his/her line manager

The job description and person specification may be reviewed on an on-going basis in accordance with the changing needs of the department and School.

This job description and accompanying documentation do not form part of the employment contract.

<p>Terms and Conditions of Service</p> <p>The post holder will be required to comply with all policies and procedures issued by and on behalf of the School.</p> <p>The post holder will be required to participate in the School appraisal procedures as an appraisee and if applicable, as an appraiser.</p> <p>All posts will be subject to 3 yearly DBS checks.</p> <p>The post holder will be required to attend statutory and mandatory training.</p>
<p>Child Protection and Safeguarding</p> <p>It is the post holder's responsibility for promoting and safeguarding the welfare of children. You will comply with Leighton Park's Child Protection and Safeguarding Policy and the requirement to report to the Child Protection Officer any concerns relating to the safety or welfare of children. This post is classed as being in regulated activity.</p>
<p>Information Security, Confidentiality and Data Protection</p> <p>During the course of employment the post holder may have access to, see or hear information of a confidential nature and he/she will be required not to disclose such information. All person identification information must be held in the strictest confidence and should be disclosed only to authorised people in accordance with the Data Protection Act 1998, unless explicit written consent has been given by the person identified.</p>
<p>Equal Opportunities</p> <p>The post holder must comply with and promote Equal Opportunities and avoid any behaviour which discriminates against others on the grounds of sex, disability, marital status, sexual orientation, age, race, colour, nationality, ethnic or national origin, religion, political opinion, trade union membership.</p>
<p>Health and Safety</p> <p>Under the Health & Safety at Work Act 1974, it is the responsibility of individual employees at every level to take care of their own health and safety and that of others who may be affected by their own acts at work. This includes co-operating with the School and colleagues in complying with Health and Safety obligations to maintain a safe environment.</p>