**ADMISSIONS AND MARKETING OFFICER**

**JOB DESCRIPTION**

**Purpose of Job:**

To provide a professional and welcoming admissions process. Ensure that the admissions roll is compliant with government guidelines and increase pupils numbers within school and to drive the growth of enrolments in line with the school strategy in order to meet, and wherever possible, exceed enrolments targets.

To be responsible for the school’s marketing on an operational basis, and act as a key contact for all marketing enquiries from staff and external companies and individuals.  The Admissions and Marketing Officer will help develop marketing campaigns and relationships with relevant agents and interact with corporate companies and relocation agents in order to increase enrolment opportunities to the school.

Take responsibility for promoting and safeguarding the welfare of children within the school.

**KEY RESPONSIBILITIES:**

**The Admissions and Marketing Officer responsibilities will include, but not limited to:**

**Admissions**

* Manage pupil admissions and all related administration across the school.
* Ensure that the admissions roll is compliant with regulatory requirements for Admission and Attendance Registers.
* Liaise directly with parents at all stages of admissions leading to entry into the school.
* Request reports from feeder schools for potential entrants.
* Manage the annual scholarship entry administration.
* Raise and be the first point of call for any complaints or issues arising from admissions in a competent and professional manner and inform the Senior School Administrator / Headteacher.
* Organise and assist with parent visits, tours, open days and taster sessions.
* Ensure all admissions information is up to date on the school and GEMS Education websites.
* Monitor all admission enquiries and establish how/where parents heard of the school and enter all details accurately into SIMS.
* Produce reports and provide statistical information for the Headteacher (e.g. admission enquiries).
* Liaise with the Senior Leadership Team to provide appropriate information on new joiners.
* Send out joining instructions to all new starters.
* Attend feeder schools’ ‘future schools’ events.
* Update any admissions literature, forms etc.
* Ensure sufficient supply of prospectuses are available and review and update these as required.
* Deal with all administrative tasks relating to Tier 4 UKVI process for incoming international pupils requiring visas. This will include verifying which pupils require sponsorship under Tier 4, advising international families on the visa process, checking relevant documentation, issuing Confirmation of Acceptance of Studies Certificates (CAS), documenting passports and biometric residence permit (BRPS) and maintaining accurate records on all overseas pupils in order to meet UKVI compliance requirements, training and support is provided.
* Administer the data transfer of confirmed applicants from the admissions database into SIMS ensuring all data is fully prepared, protected and accurate.
* Explain all admission procedures and fee structures, and provide assistance to ensure all paperwork is completed effectively by parents.

**Marketing**

* With support of an external marketing consultant implement a Marketing Strategy at school level and develop a marketing campaign plan for the school, including a pupil recruitment campaign.
* Create and develop awareness of The Hampshire School, Chelsea in the surrounding area.
* With support of an external marketing consultant, assistant in; developing marketing plans, advertising, direct marketing and campaigns for the school.
* Ensure examination results and inspection reports are on the school website.
* Responsible for website maintenance, publicise events and news on the school website.
* Manage social media platforms and produce engaging content (Twitter, Facebook, Instagram etc.).
* Manage Search Engine Optimisation of the website and track and analyse web traffic.
* Attend networking events in order to promote GEMS Education and represent The Hampshire School.

**Other Activities**

* Being available to work flexibly as required, outside of the usual working day to effectively carry out professional duties and for professional events (open evenings etc.).
* To participate in performance management reviews in line with school policy.
* To have due regard to Safeguarding, GDPR and Health and Safety and to follow the School’s policies.
* To undertake such additional duties as might be reasonably requested by the Headteacher or other authorised person.
* To support the administrative team, answering general correspondence and assisting with filing, photocopying, etc to ensure excellent customer service.
* Promote the good work of the school in the wider community.

**Staff Meetings**

* Participating in meetings at the school at the reasonable direction of the Headteacher.

**Cover**

* Provide cover for absent colleagues at the request of the Headteacher.

**Equal opportunities statement**

Adhere to GEMS Education and The School’s equal opportunity policies and ensure anti-discriminatory practice within the service area.

**Commensurate statement**

Undertake any other reasonable duties commensurate with the grade as determined by the Headteacher.

**Child Protection**

To have due regard for the safeguarding and promoting the welfare of children and young people and to follow the child protection procedures adopted by GEMS Education and The School.

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_

Post holder

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_

Headteacher

**ADMISSIONS AND MARKETING OFFICER**

**PERSON SPECIFICATION**

**All of the following criteria are essential unless otherwise stated and will be tested as part of the selection process. Your personal statement should address all points below.**

|  |
| --- |
| **Qualifications** |
| Educated to degree level (Desirable) |
| **Professional Knowledge, Understanding and Experience** |
| Previous experience of working in a school based admissions / similar role |
| Customer Relationship Management |
| Sound knowledge of HTML/JavaScript (Desirable) |
| Managing, organising school/corporate events (Desirable) |
| Experience of an integrated marketing role (Desirable) |
| Experience of developing and delivering marketing plans and campaigns (Desirable) |
| **Professional Skills and Abilities** |
| Experience of using SIMS or other School Information Management Systems (Desirable) |
| Experience of using, maintaining and developing effective administrative systems |
| Ability to be self-motivated, flexible and well organised to manage at times unpredictable and variable workloads |
| Strong computer skills to operate Microsoft Office including; Word, Excel (advanced experience required), PowerPoint and Outlook |
| Ability to communicate effectively, both verbally and in writing |
| Ability to work under pressure and meet tight deadlines |
| High standard of accuracy and consistent attention to detail |
| Ability to build and maintain effective working relationships with a variety of people and organisations |
| Ability to work autonomously, with minimal supervision |
| Ability to maintain strict confidentiality in all matters |
| Ability to multi-task and prioritise |
| **Personal qualities** |
| Must be willing and enjoy engaging parents/carers in order manage admissions process |
| Takes pride in completing tasks to the highest possible standard |
| Good interpersonal skills, with the ability to inspire, enthuse and motivate others and develop effective partnerships |
| Willingness to share expertise, skills and knowledge and ability to encourage others to follow suit |
| Calm and professional manner at all times |
| To practice equal opportunities in all aspects of the role and around the work place in line with policy |
| **Additional** |
| A DBS enhanced disclosure that is satisfactory to us will be a condition of your appointment |
| To have due regard for safeguarding and promoting the welfare of children and young people and to follow the child protection procedures adopted by GEMS Education and The School |

Applications should note that all of the above will be tested as part of our robust selection process. Candidates shortlisted for interview will be required to provide evidence of qualifications and may be subject to competitive selection tests.

**The Hampshire School is committed to safeguarding and promoting the welfare of children and young people and have a range of policies and procedures in place which promote safeguarding and safer working practice across the school.  We expect all staff and volunteers to share this commitment. We will ensure that all our recruitment and selection practices reflect this commitment. All successful candidates will be subject to enhanced Disclosure and Barring Service checks along with other relevant pre-employment checks, including checks with past employers.**