



An All-Through Independent Day and Boarding School for Girls in Eastbourne



The post of Head of Admissions and Marketing

The Role

The Head of Marketing and Admissions will provide inspiring and strategic leadership of Roedean Moira House Marketing and Admissions activities across the Nursery, Junior, Senior and Sixth Form. The role has a significant strategic element to it and the person undertaking it will be expected to play a leading part in generating the School's future Marketing, Communications and Pupil Recruitment/Retention strategy.

The post holder should expect to travel extensively in order to fulfil the requirements of the role, not least because recruitment of international pupils is an essential and fundamental element of the role and working with overseas agents and attending overseas trade fairs etc. is a key activity within that.

Organisation

The Head of Admissions and Marketing reports to the Principal and as a member of the Senior Team, reports to the Governing Body. The working relationship between the Principal and the Head of Admissions and Marketing is central to the success of the School. Therefore there must be a sense of shared purpose, team work and open communication between the Principal and Head of Admissions and Marketing at all times.

Staff report to the Head of Admissions and Marketing as follows:

Admissions, Marketing and Communications Officer

Job description

Overall Purpose

- To lead and drive all marketing and recruitment activities of the School, both strategic and tactical, promoting the School's brand, services and ethos, effectively differentiating Roedean Moira House from its competitors;
- To develop and implement a coherent marketing strategy for the whole School, in close consultation with the Principal and the Senior Team, aligned with Roedean Moira House's key aims, vision and values, so that pupil recruitment and retention is optimised at all times;
- To develop and execute both UK and international pupil recruitment strategies, to ensure that the School's recruitment targets are met and, where agreed, increased or rebalanced;
- To develop and drive the School's communications strategy, to include branding, events, print, direct and digital communications and taking into account the differing needs of the Prep and Senior Schools;
- To promote and raise the profile of the School locally, nationally and internationally amongst all constituencies, including parents, prospective parents, feeder schools, international agents, businesses and the wider community in general.

Key Responsibilities

This is a wide-ranging and complex role requiring an individual with a clear empathy with and commitment to independent education. She/he will be a key public face for the School, responsible for the organisation, development and leadership of all matters related to marketing and pupil recruitment/retention in the Nursery, Junior, Senior and Sixth Form Schools in close liaison with the Principal and the Senior Team. This is a pivotal role and the post-holder will take the lead in producing reports and analysing trends, developing and delivering outstanding Marketing and Admissions strategies together with building and maintaining excellent relationships, globally, with all key stakeholders.

Strategy Development

- Development, management and oversight of the School's strategic marketing plan in line with the overall School's Development Plan;
- Development and implementation of the School's communications and PR strategy by raising awareness and differentiation across key markets - local, regional, national and feeder schools via effective tactical contact, advertising and communication plans;
- In close collaboration with both the Principal and the Head of School, the development and implementation of an effective UK and International pupil recruitment strategy including the identification of potential new markets and relationships;
- The development of clear action plans related to all strategic plans and the implementation of effective systems for monitoring and evaluating success.

Marketing and Communications

- Development and maintenance of close relationships with key feeder schools and other UK and overseas agencies through which day and boarding pupils are recruited;
- Overseas recruitment trips to key markets, as agreed with the Principal. These will include working closely with overseas agents and/or attending international trade fairs etc;
- Consistent implementation of the School's Brand Guidelines, providing overall editorial and design control across all communications and advertising media;
- Oversight and editorial control of the prospectus and all other School promotional and advertising collateral, both print and digital, nationally and internationally, in close liaison with the Principal and the Senior Team;
- Strategic management of the School's website, with responsibility for its continual evolution, update and ongoing accuracy;
- Development and implementation of an effective digital and social media strategy;
- Development and oversight of the School's overall events strategy including Open Days, Feeder School events, open evenings, taster events etc. - attending these whenever necessary.
- Visits to Feeder Schools, educational exhibitions and other UK recruitment events, as agreed with the Principal, as well as involvement in developing suitable links and relationships in the local community as a whole;
- Undertaking market and competitor research and analysis;
- Oversight of marketing activity across all departments, providing guidance where needed.

Admissions

- Responsibility for the operation and coordination of Admissions processes across the School, working as appropriate with the Principal and the Senior Team, providing clear direction to the Admissions team and ensuring that systems are in place to allow timely responses to all Admissions enquiries;
- Delivery of the School's recruitment targets, recruiting into the School at all entry points pupils of an appropriate number and calibre, as agreed with the Principal and the Senior Team;
- Maintenance and improvement of the efficiency and effectiveness of Admissions procedures, taking into account the dynamic nature of the School's key markets and the changing strategies of its competitors;
- Oversight and management of the scholarship and other award application processes in agreement with both the Principal and the Senior Team;
- Maintenance of efficient systems for the request, circulation and storage of references and other documentation required in respect of pupil admissions;
- Ensuring that efficient systems are in place to support UKVI visa applications being made;
- Meeting and interviewing current and prospective pupils and parents overseas
- Establishment and management of overseas agent contracts.

Leadership and Management

- Playing a key role within the Senior Team.
- Management and resourcing of the Marketing and Admissions department including the setting and management of objectives, targets and day to day staff activities;
- Analysis and forecasting of pupil numbers including the monitoring of pupil recruitment and balances;
- Monitoring and reporting of all high level metrics, revising strategies and tactical plans where appropriate;
- Provision of information relating to trends in Admissions and current or emerging recruitment challenges and opportunities to the Senior Team and/or Governing Body;
- Setting and management of Marketing and Admissions related budgets;
- The development, refinement and monitoring of all Marketing and Admissions related policies, systems and procedures;
- Networking and relationship building with all key stakeholders: feeder schools, Roedean Moira House staff at all levels, the media, current and prospective parents and agencies both in the UK and overseas;
- Regular attendance of meetings;
- Keeping abreast of all matters related to education in general and to the independent sector, in particular ensuring constant monitoring of relevant guidelines, compliance regulations and best practice. This will include Tier 4 and compliance with UKVI regulations;
- Any other tasks that the Principal may reasonably assign.

General

- Undertaking such other duties and responsibilities of an equivalent nature, as may be determined and negotiated by the Principal.
- To be influenced by the mission statement in all decisions and to preserve and develop the ethos of the School at all times.
- To provide effective leadership, support and management in order to build and maintain an effective team which continually enhances the service provided by the School.

Person Specification

- An excellent practitioner who will serve as a role model to others, with proven experience of senior leadership that has ideally impacted across a school.
- A person with experience of working at Senior Team level and delivery whole school improvement.
- A skilled communicator with the confidence and charisma to inspire and engage staff, parents, girls, agents and prospective families across the school.
- A sound knowledge of Admissions and Marketing.
- The ability to build relationships outside school with other education professionals, and keep abreast of developments nationally and internationally.
- A positive and practical individual and team player with the ability to take both a long-term strategic approach and to handle situations immediately as they arise.
- A positive and constructive senior team player who would add to the extended senior leadership team and to take on responsibility for the leadership of aspects of the school.
- A willingness to work with others, and the ability and readiness to adopt a flexible approach as dictated by circumstances.
- A person who is able to relate to and understand the difficulties and problems faced by staff, parents and girls, and possessing the skill to make positive interventions in order to help overcome them.
- The diplomacy and tact to manage difficult conversations with a high degree of sensitivity.
- A person possessing high-order management and administrative skills and adept in the use of IT.
- A person of principle, sincerity and integrity who would serve the Principal and school with unswerving loyalty and commitment.
- A good academic background, a good employment record with excellent references and an impeccable career background.
- Strong leadership skills, tact and diplomacy, a willingness to consult others, and the ability to command respect.
- An understanding of the main trends and issues Admissions and Marketing in education with the ability to develop a vision and plan.
- The ability to present himself or herself well, be visible and accessible to others and show sound political awareness.
- A track record of identifying priorities and of getting things done efficiently and effectively, including the successful management of change.
- A commitment to personal development and improvement.
- A person whose values are in line with those of the aims of the school.

Package

Salary: Roedean Moira House pay scale - to be discussed at interview

Other benefits include:

- Roedean Moira House School Pension Scheme
- Remission of fees for a daughter attending the school, in line with the current policy of the Governing Body, subject to the usual standards and procedures for admission
- Free school meals whilst on duty

Safeguarding

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the School's Safeguarding and Child Protection Policy Statement at all times. If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the School s/he must report any concerns to the School's Designated Safeguarding Lead or, if he/she is the School's DSL, to the Principal and relevant agencies.

Roedean Moira House is an equal opportunities employer and is committed to the safeguarding of children. In addition to normal pre-employment checks, this appointment will be subject to a prohibition order check, an enhanced DBS check and a safeguarding interview.

Appointment details and how to apply

Applicants must download and complete a non-teaching application form and return it to recruitment@moirahouse.co.uk or via post to Claire Mansel, HR Assistant, Roedean Moira House, Upper Carlisle Road, Eastbourne, BN20 7TE.

The deadline for applications is 9am, Friday 10 August 2018.