Head of Marketing and Admissions

Job description

Head of Marketing and Admissions is a senior leader responsible to the Headmaster for the strategic leadership and management of marketing, the outreach programme, admissions and the Parental Association. They will oversee the admissions department to ensure the right recruitment strategies are put in place. He/she will be responsible for managing each of these key areas to provide a co-ordinated approach to both internal and external communications. He/she will further develop relationships with the wider school family and will raise the profile of the School’s unique ethos and distinct education, locally, nationally and overseas.

**KEY RESPONSIBILITIES:**

**Strategy**

* Develop and implement an integrated marketing strategy in order to increase quality of applications to the School, pupil numbers and income from fees.
* Develop and implement a communications and marketing strategy that raises the profile of the School locally, nationally and overseas, liaising with other departments as required.
* Establish, reinforce and communicate the corporate image and brand.
* Ensure and advise on continuity of corporate image in all publications, verbal contact and paperwork.
* Maintain effective competitor tracking and press coverage databases.

**Admissions**

* Oversee the work of the admissions department from enquiry to pupils taking up their place.
* Maintain close contact with potential feeder schools at all key entry points in order to promote Bloxham School to prospective parents.
* Identify new markets, nationally and overseas, and propose plans to develop such markets where appropriate.
* Co-ordinate the School Open Days and Evenings and other marketing events as appropriate.
* Work in conjunction with the admissions department for the recruitment of students.
* To maintain data and trends within Bloxham admissions department and the wider sector.

**Marketing and Public Relations (Internal and External)**

* Lead the school’s press office, producing quality and timely press material and, in liaison with the Headmaster, responding to all re-active and pro-active press enquiries.
* Manage the creation, development and co-ordination of all communications, design, advertising and social media with the marketing team.
* Develop productive relations with the pupils, parents and local community.
* Ensure good internal communications through regular meetings and briefings with relevant staff.
* To ensure a clear, coherent and professional voice in all areas of the school.
* Create and deliver a programme of social events for parents, including co-ordination of Bloxham parents group.
* Organise the Founderstide event including the leavers Ball.
* Oversee the management of the School’s website to ensure it is up to date, accurate and relevant.
* Create, produce and manage stock of appropriate marketing materials, including promotional material, professional-quality business documents and presentations.
* Design and implement specific projects and campaigns as required.
* Attend relevant School events and arrange any marketing or public relations aspects for such occasions.

**Staff Management**

* Manage the team in Marketing and Admissions:
  + Direct and supervise their work schedules
  + Carry out annual staff reviews
  + Manage any HR issues in coordination with the HR Manager and Bursar
  + Provide monthly pay returns, annual holiday and sickness records to the Payroll Officer
* Ensure that the staff comply with the School’s Health and Safety policy.
* In coordination with the Head/Bursar and HR Manager, appoint permanent and casual staff in line with the School’s Safer Recruitment procedure.
* Liaise with the Bloxham Parents Group.

**Finance**

* Prepare the annual budget and report in year against this budget.
* Provide cost estimates for any major marketing projects beyond the standard budget.

**Communication**

* Interact positively and confidently within the School community
* Undertake regular meetings with the Head to ensure effective and meaningful lines of communication are maintained.
* Liaise and communicate with external parties as required.
* Maintain positive relationships within the School community.
* Be responsible for the production of the “Bloxhamist” annually and other school collateral.
* Provide regular updates to the Headmaster and Senior team.
* Provide updates for Governors and attend Governors termly Communications sub Committee

**Other**

* Any reasonable request made by the Head.
* Attend external meetings or training courses as required.
* Present a professional and corporate image at all times.
* Believe passionately in the Bloxham School ethos.

Hours of work: 37.5 hours per week

Reviewed: 4th June 2018