

JOB DESCRIPTION

JOB TITLE: Marketing, Communications & Admissions Officer
SECTION: Schools

1. PURPOSE OF JOB

Administration and delivery of the school's Marketing, Communications & Admission services, including coordination of relevant events and activities.
Co-ordinate and deliver the transition process, including mid-term admissions.

2. PRINCIPAL ACCOUNTABILITIES

Marketing & Communications

- To assist with marketing and promotion of the school, and establishing its brand
- To write, edit and distribute a wide range of documents and publications to ensure there is effective internal and external marketing
- To protect and promote the Varndean brand
- Communication of key messages to Varndean Families and stakeholders
- Establishing and maintaining good Public Relations
- To manage communications through the school website, email and other web-based media with relevant stakeholders
- To assist the Head's office with special events.
- To play an active role in developing relationships with our feeder schools in line with the school's emphasis on partnership working
- Deal with complex reception / visitor etc., matters as required
- Identify, set up and manage manual and computerised records / management information systems as appropriate
- Analyse and evaluate data / information and produce reports / information / data as required
- Undertake typing, word-processing and complex IT based tasks
- Sort incoming and outgoing mail and maintain necessary records as appropriate

Admissions

- Take a lead role in planning, organisation and monitoring of support systems / procedures for students with regard to Admissions, Keep operating procedures under

review to identify areas of potential development and / or improvement and make recommendations.

- Where appropriate: liaise between managers / teaching staff and support staff; hold meetings where necessary; Lead on the transition process for Rising 7s
- Lead on the admissions process for mid-term entries and exit
- Liaison with School Bases, and support teams to ensure that key information is shared with all relevant parties

Role Administration

- Take a lead role in the development and maintenance of manual and computerised records / information systems
- Ensure that all related administrative activities are carried out in accordance with school policy and procedures
- Provide analysis and evaluation of data for individual students and produce reports / information as required
- Provide or oversee admin services for Marketing, Comms and Admissions, including maintaining confidential records eg SIMS, making appointments and assisting visitors as required - and producing and responding to complex correspondence
- Provide organisational and complex advisory support to other staff
- Attend and take minutes at other meetings, as required
- Manage complex administrative procedures, eg entering transition information on SIMS and identifying appropriate safeguarding information
- Responsible for completion and submission of complex forms, returns etc., including those to LAs
- Establish and manage own work programme and set work priorities for self and other support staff and resolve problems as required
- Provide advice and guidance to staff and others on complex issues related to Marketing, Comms and Admissions
- Undertake research and obtain information to inform decisions
- Oversee ordering procedures and purchasing of supplies / materials / services ensuring levels are maintained
- Responsible for Health & Safety management in own area
- To provide any other general administrative support as required

General Responsibilities

- Comply with and assist in the development of related policies and procedures relating to safeguarding, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person
- Be aware of and support difference and equal opportunities for all
- Contribute to the overall ethos / work / aims of the school

- Develop constructive relationships and communicate with other agencies / professionals
- Share expertise and skills with others
- Attend and participate in regular meetings
- Participate in training and other learning activities and performance development as required
- Recognise own strengths and areas of expertise and use these to advise and support others

The list of duties in the job description should not be regarded as exclusive or exhaustive. There will be other duties and requirements associated with your job and, in addition, as a term of your employment you may be required to undertake various other duties as may reasonably be required.

Your duties will be as set out in the above job description but please note that the Council reserves the right to update your job description, from time to time, to reflect changes in, or to, your job.

You will be consulted about any proposed changes.

PERSON SPECIFICATION

POST TITLE: Admissions & Marketing Officer – Scale 5

CRITERIA

Job Related Education and Qualifications and Knowledge	<ul style="list-style-type: none"> • NVQ Level 4 or equivalent qualification or experience in relevant discipline • Good knowledge and understanding of relevant ICT packages, including the school's specialist software / equipment / resources • Full working knowledge and understanding of range of relevant policies / codes of practice and awareness of relevant legislation, in particular General Data Protection Regulation (GDPR)
Experience	<ul style="list-style-type: none"> • Demonstrable experience of working in an office environment in an Marketing, Comms and Admissions context
Skills & Abilities	<ul style="list-style-type: none"> • Excellent literacy and communication skills to undertake a variety of tasks, e.g. contributing to the development and review of relevant school policies and procedures, student records, applying for government funding

- Able to relate well to children and adults, including the media, often on behalf of the school e.g. dealing with visitors, passing information / messages to other staff, providing advice
- Able to provide advice and guidance to staff on technical and specialist aspects of Marketing, Comms and Admissions
- Some need to use analytical, judgmental, creative and developmental skills, e.g. when setting up appropriate systems and producing information for line managers
- Able to demonstrate sensitivity, diplomacy and tact particularly when dealing with the more complex issues
- Able to maintain confidentiality at all times
- Able to work accurately and with attention to detail
- Alertness and concentration, e.g. producing complex reports on Admissions & Marketing information
- Able to undertake short term planning, e.g. managing own workload, ensuring deadlines are met
- Able to manage own workload and to ensure deadlines are met through the completion and return of necessary documents
- Able to identify potential difficulties / issues, analyse them and make recommendations
- Able to negotiate and attempt to influence others, including external agencies, media, stakeholders
- Able to work constructively as part of a team and to understand school roles and responsibilities and own position within these
- Able to self evaluate learning needs and actively seek learning opportunities
- Able to organise and motivate other staff
- Able to plan and develop systems

Equalities

- To be able to demonstrate a commitment to the principles of Equalities and to be able to carry out duties in accordance with the Council's Equalities Policy.