



CONIFERS SCHOOL

Post title: Marketing and Admissions Manager

Line manager: Head

Salary: Depend on qualifications and experience

Contract: Full-Time, Year-Round (8.30am to 5.30pm term time, 10am to 3pm in school holidays)

Main purpose of the job:

To lead the marketing and admissions by promoting internally and externally, thereby driving pupil recruitment and retention of both pupils and staff. To work closely with the Head, Bursar and SLT.

The successful candidate will be an exceptional team player and possess the ability to individually execute a range of initiatives and campaigns to inform, engage, recruit, and retain pupils from Pre-School through to the Prep School, Experience of working in a School environment is essential with particular experience in marketing and admissions, including the admissions process, meeting and greeting visitors, and responding to emails and telephone calls

The role will include online and digital marketing, events, media relations, PR, in-house graphic and digital design and production of publications and collateral, SEO, internal communications such as weekly newsletters and other CRM, maintaining the school website and seeking new opportunities.

The Marketing and Admission Manager will manage all aspects of the admissions process, carry out school tours, liaise with prospective parents and work on events for prospective pupils as well as ensure the efficiency of the Admissions process from initial contact through to enrolment. This fast-paced and busy role with much opportunity and reward.

Specific Skills, Responsibilities and Requirements:

Marketing

The successful candidate will have experience and knowledge of digital marketing skills including website development, video marketing, social media marketing. Knowledge of SEO (technical SEO and content marketing) would be preferable, training can be provided.

Take photos and undertake filming and interviews to secure content to illustrate school life e.g. children in school, teacher demonstrations, parent interviews, pupil case studies, school events etc.

Manage a media library of school photos and videos, editing this content as necessary.

Organise and manage professional photographic shoots, videos and pod casts as required.

Graphic design skills are essential with knowledge of Creative Suite, including InDesign and Photoshop. A creative mind is also essential.

Advertising: oversee the production and execution of school advertising in the press, school guides and general community in any format. Monitor competitor advertising and produce an annual review of the marketplace and produce a termly report on the effectiveness of the advertising campaigns. Research and advise on new advertising placements.

Copy writing for press, blogging, marketing literature and website content.

Managing and updating website content.

Draft, design and schedule social media content promoting the school or appealing to its potential audiences across a range of social media channels e.g. Instagram, Twitter, YouTube, using advertising/ promoted posts when required.

Develop social media channels, maintaining an active and engaging presence and interacting with individuals, influencers and organisations and reposting, commenting and responding as necessary.

Create and distribute printed marketing materials to promote the school. For example: posters, leaflets, signage, adverts.

Research and secure PR opportunities to promote the school, drafting press releases and other content as necessary. For example, placing articles in local/ sector media/ blogs, organising event attendance, school/teacher award entries.

Support and produce email marketing mailers to existing and prospective parents. Understanding and knowledge of software such as Readymag and Mailchimp would be preferable.

Manage the design, content, and production of a weekly and termly newsletters as well as design and produce an annual school yearbook.

Source, create and refresh marketing material and merchandising for the school.

Oversee the production of event invitations and other printed material related to an event.

Setup displays; manage internal events, attend schools and events for school recruitment.

To foster a high and unified standard for all customer facing and public material.

To design and produce event programmes, certificates, information sheets and other marketing collateral.

Experienced copywriter; able to write for a B2C audience across various platforms and media. You will also have excellent written communication and proof-reading skills.

To assist with sourcing appropriate branded products for marketing purposes.

Ensure the marketing costs remain within budget.

Document project plans for all work undertaken.

Keep all documents filed in relevant project files.

Keep the electronic diary up to date.

Admissions

Parents and Communication:

Manage and deliver an efficient and welcoming admissions programme, ensuring a professional service to parents, pupils, feeder school and the school community.

Working through all aspects of the admissions process from initial contact through to enrolment with efficiency.

Ensuring that all appropriate information is sent out at the relevant stages of the admissions process.

Managing visits of the school by prospective parents and pupils, ensuring that their experience is as positive and as personal as possible.

Maintaining contact with prospective parents and following up visits with personal approaches to ensure registration and retention.

Communicating efficiently with all areas of the school including teaching and support staff as appropriate.

To follow up on enquiries from agents and parents who have made contact with the school.

To ensure that information relating to admissions on the School Website is up to date and accurate.

Where possible, attend school events, recruitment fairs and similar publicity events.

Informing of starters and leavers

Co-ordinate visits, and build relationships with Independent Schools and their Heads

Tour prospective families.

Liaise with the Head to identify critical areas for marketing campaigns.

Record, monitor and analyse the progress of enquiries through the admissions process to evaluate the effectiveness of marketing strategies.

Data and Management:

Ensure that record keeping, and reporting requirements are maintained.

Ensure that the admissions data is up to date, accurate and is compliant with the latest data protection protocols.

To comply with the School policies and procedures

To track, manage and analyse the admissions statistics (including enquiries, visits, registrations, offers, deposits, joiners and leavers) and report figures regularly.

To ensure that the Bursar is informed of deposits received, new starters, pupil leavers and any changes in financial assistance, so that fee billing is as accurate as possible.

To ensure that new pupil materials are prepared as required, providing relevant teaching staff with the required documentation relating to new pupils and their induction.

To ensure all data and information required by ISI and other bodies is kept up to date and in excellent order.

Personal Competencies

A confident, warm and welcoming manner in person and on the telephone

A good salesperson, with a commercial mind, drive and self-motivation

Pro-active with a positive and enthusiastic attitude

Excellent organisational and administrative skills

The ability to work well as a part of a team and to assist others where required

A pro-active approach to planning and prioritising work with the ability to use initiative appropriately

Flexibility, energy and resilience.

Tact, sensitivity and the ability to handle confidential material with discretion

Ability to build effective working relationships with parents, pupils and staff

Able to remain calm and professional in all situations

Able to take ownership of a task and see it through to completion

Behaviour and Safety

Maintain good relationships with pupils and staff.

Be responsible for promoting and safeguarding the welfare of children and young people within the school, raising any concerns following school protocol/procedures.

Team working and collaboration

Participate in any relevant meetings and professional development opportunities at the school.

Work as a team member and identify opportunities for working with colleagues and sharing the development of effective practice with them.

Work collaboratively with others to develop effective professional relationships.

Communicate effectively with parents/carers regarding pupils' achievements and well-being using school systems and processes as appropriate.

Communicate and co-operate with relevant external bodies and school regulations.

Make a positive contribution to the wider life and ethos of the school.

Be willing to work outside of the usual working hours when the job and/or school events require it.

Professional development

Regularly review the effectiveness of your work and its impact on the Marketing and Admissions department, refining your approaches where necessary responding to advice and feedback from colleagues.

Be responsible for improving your performance through participating fully in training and development opportunities identified by the school or as developed as an outcome of your appraisal.

Proactively participate with arrangements made in accordance with the Appraisal

Regulations.

Perform any reasonable duties and extracurricular activities as requested by the Head.

Note

This job description is not your contract of employment or any part of it. It has been prepared only for the purpose of school organisation and may change either as your contract changes or as the organisation of the school is changed. Nothing will be changed without consultation.

Qualifications

A relevant Marketing or Media Degree and Qualifications is preferable.

Benefits include days holiday plus bank holidays, shorter working hours during school holidays (10am-3pm), free lunches, pension scheme and school fee discount for staff children.

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.