



# AMESBURY

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## Head of Marketing and Admissions

### Overview

Amesbury has a great story to tell. As a truly independent, co-educational preparatory school for children aged 2-13, situated in an area of outstanding natural beauty in Hindhead, Surrey, not only does it have an excellent record of passing children into a range of senior schools, but also its curriculum is innovative, ambitious and ready to move with a more demanding educational landscape.

The Head of Marketing and Admissions will be responsible for telling this story to prospective and current parents, the schools to whom we send pupils and the wider community, using a range of media, thereby ensuring that recruitment and retention are maintained. This must be achieved in a dynamic and innovative manner and consequently the Head of Marketing and Admissions must be ready to immerse himself/herself in the life of a busy school.

In the first instance, the Head of Marketing and Admissions will need to develop and implement a marketing strategy which complements our business aspirations, all the while ensuring that the existing marketing initiatives are efficiently carried out. In the short term, tapping into the London market will be essential as evidence shows that many families are seeking to relocate to this area. Competition is stiff and so the successful candidate will need to be pro-active and imaginative. Other immediate challenges will be to build a strong presence on social media across target markets, review the effectiveness of our website and engage in our re-branding of our Early Years Foundation Stage (EYFS) offer.

Harnessing the ideas and proposals of staff and governors will serve two purposes; creating initiatives and motivating all to engage in the marketing effort. Creating a plan and encouraging others, who are not necessarily involved in marketing, to help with its implementation is at the heart of the challenge. The use of data to measure the levels of success of each initiative is crucial.

A busy 'pipeline' will require efficiency, empathy and humour and the sensitive management of parents who are willing to invest in their children by using independent education, is essential. 'Customer care' and our relationship with parents is central to the Amesbury ethos and this begins at the recruitment stage. The role of the Head of Marketing and Admissions does not end when a parent 'signs on the dotted line'. Instead, an imaginative and caring induction process for new families is another critical responsibility.

The successful candidate will need **imagination, determination and enthusiasm** as the task is a significant one. At present, Amesbury is well set and the achievements of the departing post holder offer firm foundations on which to build. As the whole school moves towards an innovative curriculum, staff will need to adapt and therefore the new appointee will need to demonstrate **empathy**. The successful appointee must engage with all stakeholders.

If you think that not only do you have these qualities, in the first instance, you will need to convince me and my team that this is the case by:

1. Filling in the application form on our website.
2. Writing a letter to me, outlining your ideas for innovative marketing initiatives in the prep school world and the processes you would use to bring these about.

This letter and your application form need to be with Jackie Chauhan, who co-ordinates our recruitment, by email ([recruitment@amesburyschool.co.uk](mailto:recruitment@amesburyschool.co.uk)) by Monday 20<sup>th</sup> September. A list of those selected for interview will be created that afternoon and candidates informed by Wednesday 22<sup>nd</sup> September. Unless stated, referees of those on the long list will be contacted and interviews will take place in the following week.

On many occasions I have been encouraged to join a school during 'exciting times'. I am not sure that this is the appropriate description for the circumstances in which we all find ourselves, but if you are the type of person whose 'glass is always half full' and who believes that out of challenges come not only difficulties, but also opportunities, then you could be the person for Amesbury.

With all best wishes,

A handwritten signature in dark ink, appearing to read 'Jonathan Whybrow', with a long, sweeping horizontal stroke extending to the right.

Jonathan Whybrow

Head

## **Job Description**

### **Head of Marketing and Admissions Circa £45,000pa term time plus 20 days**

#### **School Aims**

Our main purpose is quite straightforward. It is simply that we want every child to enjoy his or her time at school; to feel valued as individuals, in an environment where their talents can prosper to the benefits of the community, so that when the time comes to leave us, each child will do so with confidence high, skills sharpened and personalities rounded.

More specifically we aim to:

Develop in every child the necessary skills, aptitudes and abilities to enable him/her to move on to senior school and beyond as an emotionally resilient, autonomous learner.

Develop a caring community within the school by encouraging commitment, courtesy, co-operation, tolerance and compassion towards one another whilst understanding that each individual is a member of a wider community.

Promote and nurture a close relationship between home and school in the partnership of education.

Provide pupils with a model of how an excellent organisation is run, one in which there is culture of high achievement, a willingness to adapt and a propensity for innovation.

To create the circumstances in which all members of staff have the opportunity for personal development and feel able to make the fullest of contributions to school life.

Fulfill our social and environmental responsibilities to society.

#### **Purpose**

1. To attract prospective parents to visit the School, to then work with the Head to convert visitors into definite joiners and subsequently manage the induction process.
2. To ensure that the Amesbury brand is recognised and respected in West London, Surrey, Hampshire and West Sussex.
3. To ensure that the Amesbury brand is represented in appropriate media.
4. To play a key role in developing the School's activities to increase awareness and understanding of Amesbury amongst all key audiences.
5. To have responsibility for all communications, including the website, and the creative marketing of the School, ensuring it is consistent and in line with the School's brand and strategic objectives.
6. To organise Open Day events on a maximum of four Saturdays in one academic year from 8am until 1pm.
7. This is a full time, term time position (Monday-Friday, 8.00am-5.00pm) with the addition of a maximum of 20 days during the school holidays to be agreed with the Head.

## **Reporting and Responsibilities**

1. The Head of Marketing and Admissions is appointed by the Head and reports directly to him/her.
2. He/She attends meetings of the Senior Leadership Team and the Governors' Marketing Committee.
3. He/She is responsible for the management and appraisal of the Marketing Assistant.

## **Main Duties and Responsibilities**

### **Marketing & Brand:**

- To develop and implement the marketing strategy.
- To articulate clearly the values, image and brand of Amesbury and ensure this is adopted and maintained through all publicity and communication across the school.
- To monitor, review and conduct regular marketplace analysis.

### **Budget:**

- To manage the marketing budget and to measure the effectiveness of the spend through entry and exit surveys.

### **Communications:**

- To deliver consistent, clear, concise and timely communications with both internal and external stakeholders.
- To ensure articles and statements are written to a high quality and have a consistent message across all media outputs and maximise further opportunities.

### **Website:**

- To manage the school website (working with the developer) and ensure it is kept up to date with relevant, interesting content.
- To undertake regular analysis of the website use, using analytics to track areas of interaction and adapting content and structure accordingly.
- To analyse and report the current market, competitor activity and industry best practice.

### **Social media:**

- To develop and oversee the execution of a comprehensive social media strategy.
- To oversee use of all social media accounts and ensure that matters of data privacy are complied with in line with the law and Amesbury policy.
- To conduct regular analysis of latest trends.
- To keep abreast of developments in the use of social media for marketing, advising the Head accordingly.

### **School Publications:**

- To produce all school publications, including the School Prospectus, Parent Handbook, "Welcome to Year 3" etc.
- In collaboration with the Old Amesburian representative, design and print the annual alumni Newsletter.

### **Photography & videography:**

- To capture all key school events, plus day to day capture of 'school life'.
- To be confident and willing to take photos of day to day school events.

- To assist in the creation of videos as required.

### **Admissions**

- To ensure that the first point of contact (phone, email, website etc) enquiries are responded to quickly, efficiently and in a warm and positive manner, thereby establishing the beginning of a relationship between Amesbury and parents.
- To manage in an efficient and empathetic manner the process from interested enquirer to excited joiner; initial visit, registration, taster day, confirmation, induction and joining.
- To review annually the paperwork and legal requirements of the Parental Contract.
- To maintain accurate and up to date pupil data on Schoolbase.
- To request reference/reports from existing schools and pass to the Head and other staff if required.
- To request school records and Child Protection Records from existing schools.
- To maintain an accurate Admissions Register.
- To ensure that the local authority is notified promptly when a child's name is added or removed from the Admissions Register.

### **General Responsibilities**

- To become an integrated member of the school community, being recognised and valued for the essential work that you do.
- To attend staff meetings and liaise and co-operate with colleagues on whole school matters.
- To attend staff training days and other functions, which may fall outside normal school hours.
- To ensure that you are familiar with all school policies and the contents of the Staff Handbook.
- To ensure the safety and well-being of children and young people at the school by adhering to and complying with the School's Safeguarding (including Child Protection) Policy and procedures at all times (see below).
- To attend training and staff INSET sessions organised by the school to provide a consistent approach across the entire school staff population.
- To adhere at all times to Health and Safety legislation, and all departmental policies and procedures, to ensure their own safety and that of colleagues, pupils and visitors.
- To carry out any other reasonable duties as requested by the Head.
- To constantly appraise your professional performance, participating in training courses and keeping informed of current legislations and best practice in conjunction with the Deputy Head (Academic).

### **Child Protection / safeguarding**

Amesbury is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Our commitment is underpinned by robust processes and procedures that seek to maximise opportunity, minimise risk and continuously promote a culture of safeguarding amongst our workforce.

All successful applicants will be required to complete an enhanced DBS check which must be maintained throughout the period of employment.