



**Broadhurst School
Admissions and Marketing Manager
Job Description**

1. Job details

Working pattern:	3 days a week
Hours:	24 hours per week (Work outside contractual hours when necessary to fulfil the needs of the role.)
Holidays:	5.6 weeks including Bank Holidays
Location:	Close to Finchley Road tube station and other public transport links.
Salary:	£24k - £27k p.a. actual for 3 days a week (Dependent upon qualifications and experience.)

2. Main purpose

The Admissions and Marketing Manager will be responsible for organising and executing the admissions process and bespoke customer journey, creating and implementing marketing strategies, be an ambassador for the school, and promoting the school's profile both internally and externally.

3. Duties and responsibilities

3.1 Admissions Process

- Meticulously manage the admissions process from initial enquiry to full integration.
- Be the primary point of contact for Admissions and provide effective and efficient processes for the administration function.
- Ensure the applications and offers process is undertaken effectively and efficiently to maximise potential admission numbers.
- Ensure the admissions process is bespoke to each family and offers outstanding personal service.
- Provide an approachable, knowledgeable and welcoming response to enquiries concerning pupil admissions.
- Update iSAMS and other relevant databases in a timely manner to ensure all prospective families from first enquiry throughout the pipeline to joining, and ultimately leaving the school, are recorded on the system and that the status of the database is current.
- Distribute admissions information to all relevant people including: the Proprietor, Headteacher, teaching staff and Bursar.
- Liaise with the School Secretary to arrange follow up meetings between prospective parents and the Headteacher.



3.2 General Admissions

- Update the applicants' personal files daily across all systems including the online database ensuring they are always accurate and up-to-date, and ensure parents receive all appropriate information at every stage of the application process.
- Assist with the annual pupil pre-registration process and monitoring pupil response, responding to all withdrawals and late notices, and updating enrolment lists.
- Manage and maintain entry and waiting lists.
- Maintain and update welcome packs and send welcome packs to parents in a timely manner.
- Create pupil files for new starters and forward files for leavers to receiving schools.
- Ensure that all GDPR regulations are met including securing photo permissions for pupils.

3.3 Tours

- Arrange and confirm tours for prospective parents to visit the school and meet the Headteacher.
- Assist with or lead tours in the absence of the Headteacher.
- Ensure all teaching staff are aware of the date and time of prospective family tours, furnishing them with names and further details in order that all families are greeted in an appropriate manner.

4. Marketing

- Deliver the three-year marketing strategy and annual marketing plan to meet the changing environment and the targeted level of admissions.
- Work closely with the Headteacher and Proprietor to implement the agreed strategies and plans ensuring consistent and appropriate brand representation.
- Support the creation and design of marketing literature, including taking good quality photographs and videos, ensuring there are always current and engaging marketing visuals available.
- Ensure all marketing communications and activity are communicating the key marketing messages.
- Create and distribute the school Newsletter to parents.
- Ensure that all those engaged in the admissions and marketing process and related activities understand their roles and responsibilities and are ambassadors for the school.
- Promote the Summer School initiative and manage related organisational elements to ensure a seamless process in collaboration with the Headteacher.

5. Digital & Website

- Build Social Media presence, followers and engagement. Make effective use of those platforms and ensure they are regularly reviewed and updated with at least one post each day celebrating and promoting the school.
- Ensure all social and website content reflects the School's key Marketing Messages.



- Work closely with identified professionals to implement social media campaigns to increase the school brand presence, in particular during peak admissions periods.
- Ensure the use of videos and still imagery maximises engagement on social media channels.
- Monitor and update the school's presence and representation online.
- Monitor and update and refresh the school's website including regular audits to ensure the content is accurate, up-to-date and abreast with competitor activity. Ensure all statutory information is up to date and available.

6. Measurement & Analysis Reporting

- Deliver Key Performance Indicators (KPI's) for Admissions and Marketing and ensure systems are in place to capture the relevant data. Provide key Admissions data to the Proprietor, Headteacher and Bursar on a weekly basis and more detailed reports on a half-termly basis.
- Using relevant data, analyse the results and Return on Investment of marketing events and campaigns on a timely basis to direct future activity accordingly. Report findings and recommendations to the proprietor and Headteacher in a timely manner.
- Regularly scan local competitor nurseries and feeder school websites and report relevant findings to the Proprietor and Headteacher, with recommendations where appropriate.
- Monitor social media platforms and other sites (e.g. Mumsnet) for posts regarding the school and report to the Proprietor and Headteacher.

7. Confidentiality

The postholder will have access to information of a confidential nature. Under no circumstances may this information be divulged or passed on to any unauthorised person or organisation.

8. Data Protection

The postholder will have access to data and personal information that must be processed in accordance with the terms and conditions of the Data Protection Act 2018 and properly applied to pupils, staff and school business/information.

9. Safeguarding

The postholder will be required to safeguard and promote the welfare of children and young people and follow School policies and the staff code of conduct.

Please note that this is not a comprehensive list of all tasks that the postholder will carry out. The postholder may be required to undertake other duties appropriate to the level of the role as required by the Proprietor and the Headteacher.

The postholder acknowledges that they will be working and collaborating with others internally and externally to achieve collectively the aims and objectives and in the best interests of the school.



Person Specification

Criteria	Qualities
Education	<ul style="list-style-type: none"> • Educated to Degree level - preferable. • Educated to GCSE and has achieved Level 7 in Maths and English – or A level - essential.
Experience & Knowledge	<ul style="list-style-type: none"> • Strong IT skills - Proficient in the use of CRM Databases, platforms and tools not limited to Microsoft Office. Should ideally have experience using iSAMS or other CRM - essential. • Experience delivering customer service, ideally in an educational environment. • Experience of marketing, ideally in an educational setting - essential. • Experience of managing and creating content for workplace social media platforms - essential. • Have a comprehensive understanding of the UK independent education system - essential.
Key Skills	<ul style="list-style-type: none"> • Ability to relate well to people of all levels with sensitivity, tact and diplomacy. • Exceptional communication skills, both written and verbal. • Strong organisational skills and the ability to manage workload and prioritise conflicting demands. • Be an effective problem solver and a flexible team player. • Discretion and the ability to deal with confidential information appropriately. • Meticulous attention to detail and meeting deadlines.
Personal Qualities	<ul style="list-style-type: none"> • Have demonstrated client facing acumen with warm and professional interpersonal skills. • Uses initiative and takes responsibility. • Have a positive attitude. • Commitment to high quality customer service. • Responsive to problems / complaints. • Reliable and flexible with a 'can-do' approach. • Prioritises work tasks and plans how deadlines will be met. Able to work effectively under pressure. Is resilient and able to cope with the rigours of a busy school environment. • Collaborative team worker. • Tactful, diplomatic, discrete, confidential and professional. • Committed to the School's ethos, vision and own role.