

**ROLE PROFILE**

**Post:**  Admissions Officer

**Responsible to:** Head of Marketing & Admissions and Headmaster

**General Description**

Do you thrive in a high pressured, consistency changing sales and marketing environment? We are looking for a dynamic Marketing Officer to join the marketing team at Langley School.

**Main Responsibilities - This job description indicates only the main duties and responsibilities of the post. It is not intended as an exhaustive list**

* Be the first and main point of contact for future parents throughout the admission process, including parent/student tours
* Own and manage the end-to-end student recruitment process, from enquiries, to lead generation through to acceptance, including identifying data capture targeting opportunities and data driven analytics
* Management of SIMS/Contact Management system
* Manage Langley’s international agent portfolio
* Responsible for and management of all admissions events across the academic year
* Creation of weekly admission reports for Senior Leadership Team and key internal stakeholders
* Lead on all student recruitment events and represent Langley School at national and international conferences and events
* Work with the Head of Marketing to develop Langley’s admissions marketing material
* Support the wider marketing team on a project by project basis
* Work with the wider marketing team to deliver various events across the year
* Budget management – responsible for the day to day management of the budget

**Reporting & Communication**

* Good written and verbal communications, working across departments and all levels, including:
* Head of Marketing & Admissions
* Headmaster

**Health & Safety Duties – An awareness of safeguarding duties is a pre requisite**

* Aware of Health & Safety requirements as related to this role
* Aware of all safeguarding requirements and legislation

**Personal Qualities**

* Ability to work independently and as part of a team
* Good communication and stakeholder management skills is essential
* Have a ‘can do’ attitude and ability to prioritise and plan projects
* Highly organised with fantastic attention to detail, ability to multi-task and meet deadlines
* You will possess the ability to write reports and make recommendations to improve services and procedures
* Be confident with using and extracting data for analytics and reports

**Qualifications and Experience**

* substantial relevant experience that demonstrates high order literacy, numeracy and

analytical skills

Experience in a sales driven environment is desirable

* Track record / experience in translating data into meaningful analytics and reports
* Online, digital marketing including website updates and use of contact management system
* Knowledgeable of the UK independent school sector would be an advantage but not essential
* Developing and delivering agreed procedures and protocols to develop Langley School’s admissions process