



## **Abercorn School**

### **Admissions & Marketing Strategist**

<b>Title</b>	Admissions & Marketing Strategist (12 Month Fixed-Term, Potential for extension)
<b>Position reports into</b>	This position reports directly to the Headmaster and the Head & Strategic Director (Global)
<b>Staff reporting in to this position</b>	
<b>Applicable Contract Terms and Duties</b>	12 Month Fixed-Term
<b>Terms / Hours of Work (in brief)</b>	Full time (holiday to be taken during school holidays) Plus all school events, some of which may take place at evenings and weekends  Hours of work during term time (as varied from year to year) Monday to Friday – 8.00am to 5.00pm

<b>Salary</b>	£40,000 per annum.
<b>Staff Benefits</b>	Complimentary daily lunch (During term time) Staff pension scheme

## **The Role**

This is an exciting opportunity to join us as *Admissions & Marketing Strategist* in a critical cross functional role at the school working with internal teams and external agencies (PR / Digital).

The post-holder will take an active role in developing and applying outstanding pupil recruitment strategies and create and implement a solid marketing plan to attract high calibre families including communications both internal and external, touring and events.

The post holder will be a persuasive and dependable ambassador for the school by providing inspiring and motivational guidance, taking pleasure in working in a bustling school environment and an ability to think creatively.

## **Person Specification**

We are seeking an innovative, competent, and engaging individual who will go above and beyond to continue to make Admissions & Marketing at Abercorn a success. Whilst experience within the education sector would be desirable, this position would be suitable for those with experience in sales, marketing or corporate communications. A tenacious drive for results, creativity, and self-motivation are at the core of this very exciting role which lends itself to really make a difference both on the families you work with and the school's growth as a whole.

Working alongside our Global Head of Marketing Strategy and her team, you will help build relationships, and the profile of the school, with emphasis on bringing our ongoing expansion to a Senior School for pupils up to 18 to life for prospective families. The Global Head of Marketing Strategy is based in our sister school, the British International School of New York.

The successful candidate will need to exhibit the following:

### **Disposition and skills**

- Excellent interpersonal, communication and persuasive skills including the ability to relate well to people on all levels with sensitivity, tact and diplomacy
- Personal warmth and engagement with the ability to empathise and understand how important the Admissions process is to prospective parents and go above and beyond to ensure they feel at ease and to personalise the process for families
- First class organisational and administrative skills, with the ability to remain calm under pressure and work to tight deadlines; systematic in approach to tasks, with attention to detail
- A high degree of personal motivation, initiative, and drive
- A creative individual with a flair for writing, editing and producing engaging and distinctive marketing materials and publications
- Ability to, and enthusiasm for, adapting, developing and implementing marketing and communications strategies that are aligned with the school's mission, vision and values
- Ability to work successfully across different functions of the school, ensuring timely and clear communication as well as prompt follow up and execution of action items
- Interest in working with families from inquiry through to tours, registration and joining the school, ensuring a positive and successful admissions experience

### **Experience**

- Digitally competent – excellent understanding of digital communications and social media and able to create and run creative campaigns with support from digital agency

- A graduate or equivalent with several years of relevant experience - preferably in Business Studies, Marketing, PR, etc
- Experience and appreciation of the principles and practises of marketing in the education sector or other relevant area
- Willingness to undertake independent research into areas such as competition and the market for prep and senior schools
- Capacity to produce and articulate a successful marketing strategy and detailed plans for the school
- Skill with branding, image and style - understanding what influences customers and persuades families to choose a school for their child

### **Abilities**

- Flair in identifying networks (prospective, current, and former parents, former pupils, feeder nurseries, social media and website) and in utilising them to promote the school
- A high level of awareness of equality and diversity issues, and ability to effectively deal with people from a variety of cultural backgrounds
- A confident user of a school Management Information System and/or CRM systems
- Meticulous administration, planning and the ability to meet targets and deadlines
- Able and willing to adopt a flexible attitude to working hours including being prepared to work some evenings and weekends
- Adept at managing budgets and obtaining 'best value' from suppliers such as designers, mailing and print houses.

## **Key Responsibilities**

### **Marketing and Communications**

- Develop, embrace and utilise the school's brand values to best effect to differentiate Abercorn's positioning, ensuring these brand values are appropriately reflected in all school communications and at school events
- Develop and refine the Abercorn brand consistently, both within and outside the school, providing overall editorial and design control across all communications and advertising media
- Implement marketing strategy and activity across the school, both print and digital, to strengthen the school's overall standing and reputation with all key stakeholders
- Compiling, developing and distributing the school's Welcome Pack, sent to prospective parents.
- Promote existing communications and public relations strategy via effective tactical contact, advertising and communication plans, and including an effective programme of digital and social media activities
- Develop and implement an effective digital and social media strategy, including the development of policies and procedures relating to the school's digital footprint
- Undertake regular market and competitor research and analysis to inform plans
- Provide oversight of the school's website, with responsibility for its evolution, update and accuracy
- Collate and distribute Abercorn's weekly news via the school blog
- Keep Admissions related policies and procedures up to date and in line with ISI and any other regulatory requirements

### **Strategy and Planning**

- Develop and implement the school's communications and public relations strategy by raising awareness and differentiation across key markets developing an appropriate strategy for both offline and digital media
- Refine and execute the school's strategic marketing plans in alignment with the school's goals and vision alongside the SLT to ensure cohesion and a consistent approach
- Set, monitor and track all metrics and stats relating to marketing, communications and pupil recruitment and use this data to improve processes and implement appropriate interventions
- Report to the school board as required demonstrating expertise and precision in communication

## **Admissions**

- Regularly analyse, forecast and report on market trends and key pupil admissions data and statistics, revising strategies and tactical plans where appropriate.
- The position requires developed knowledge of the school, its educational offering and its position within London's education landscape in order to successfully present Abercorn in the most positive and attractive style.
- Monitor, and respond to, key market trends in pupil recruitment.
- Exceed the school's targets for pupil recruitment by establishing an effective recruitment strategy across all year groups.
- Ensure that the school has an outreach programme that widens the school's network and positive relationships and reputation in and with the community.
- Collaborate with other members of the marketing and senior leadership team to plan and coordinate events for prospective parents with an opportunity to meet staff and current parents, such as Open Mornings.

- Plan, oversee and report on expenditure, in line with agreed marketing budgets