



**ICS**  
INTERNATIONAL  
COMMUNITY  
SCHOOL

# Director of Admissions and Marketing Application Pack





**ICS**  
**INTERNATIONAL**  
**COMMUNITY**  
**SCHOOL**

# Welcome to the International Community School

## From our Head of School, Mr. Rod Jackson

On behalf of myself, the senior leadership team, my colleagues, our students and our whole community, I would like to thank you for your interest.



I was delighted and proud to be appointed to the Headship of The International Community School in August 2019.

Prior to ICS, I had spent nearly 30 years working in independent schools in Africa, Australia and the United Kingdom.

I am a passionate proponent of an entirely holistic approach to education in which a rigorous approach to academic education, an outstanding programme of cocurricular opportunities alongside excellent pastoral care and personal development combine to create a world class educational experience for each child.

I believe that it is essential not only that we educate our students to be global citizens but that we ensure they have the skills and the desire to change the world for the better, as future leaders.

The ICS Senior Leadership Team is comprised of myself, the Bursar, the Secondary Principal and the Primary Principal.

### **Rod Jackson**

Head of School



**Diana Herrera**  
Bursar



**Muz Chohan**  
Secondary  
Principal



**Elizabeth Burns**  
Primary  
Principal



# About ICS, London

Established in 1979, the International Community School (ICS) has over 40 years' experience in educating, enlightening and engaging a global community.

Recently named as one of the best small independent schools in the UK by the Daily Telegraph, ICS is an International Baccalaureate (IB) World School based in the heart of central London, nestled between Marylebone and Paddington. A day school for students aged 3-18 years, ICS offers all three International Baccalaureate programmes. An innovative academic curriculum, alongside outstanding co-curricular opportunities and a highly individualised approach to personal development make the school a unique, exciting and holistic educational offer for international, as well as British families.

Our students achieve excellent examination results in external exams at MYP and Diploma and enter competitive university programmes around the world including the UK and the USA. A successful and highly regarded English Language Summer School – certified through the British Council – completes the academic provision of the School. ICS is a member of the Independent Schools Association, a prestigious organisation comprising over 500 of the best independent schools in the UK and beyond.

International Community School, London is one of the leading, 'premium brand' schools within the Globeducate group, and both the ICS main school and the ICS summer school enjoy an excellent reputation. ICS joined the Globeducate group in 2018.





ICS  
INTERNATIONAL  
COMMUNITY  
SCHOOL

# About Globeducate

Globeducate is a global network of over 50 premium international schools and online education programs. We offer inspiring learning opportunities to more than 25,000 students between 2 and 18 years old in 10 countries.

At Globeducate, we believe that our students will only succeed in the world of tomorrow, if they are prepared for the challenges that they will face. The world is changing at an incredible pace, and our planet is facing unprecedented social, economic and environmental challenges.

In addition to providing an excellent education, we ensure that our students build character, learn skills and develop abilities beyond the purely academic. Our students have a voice, and we give them the power to act and help build a more equal, fair and sustainable world.

We prepare each student to become a global citizen who can shape the world.

[www.globeducate.com](http://www.globeducate.com)





# Director of Marketing & Admissions

## The post

Start date by negotiation with successful candidate.

This is an exciting opportunity to join the leadership team of an outstanding school in central London, with a reputation for both academic and pastoral excellence. You will report to the Head and work closely with him, as a member of the Senior Leadership Team, playing a critical role in bringing his vision to life, building the national and international profile of the school and attracting the best students. You will lead a team of 5 (Head of International Student Recruitment, Sales and Admissions Advisor, Marketing Manager, Admissions Coordinator and a temporary Sales and Admissions Advisor, appointed each year to assist with summer school sales and admissions).

With the Head, you will lead and implement the school's marketing and communications strategies in order to build the local, national and international profile of the school, and increase further competitiveness for places in ICS main school and ICS summer school. You will ensure that targets for enquiries, applications and confirmations are achieved and the quality of accepted candidates meets or exceeds the school's standards. As a member of the Senior Leadership Team, you will contribute to the strategic direction of the whole school, working with senior colleagues on the promotion of the school's outstanding educational provision. You will also work closely with Globeducate's Chief Marketing Officer and his team.

## The person

The Director of Admissions and Marketing is an experienced marketing, communications and sales professional with the experience, skill and drive to ensure that the school's marketing strategy and admissions processes drive student growth. The postholder is responsible for driving student growth, by implementing and overseeing a marketing, communication, and enrolment management plan.

## Reporting

The Director of Admissions and Marketing reports directly to the Head of ICS, London.



# Director of Marketing & Admissions

## Strategic Direction

- With the Head and the SLT, develop a strategic plan to position and market the school (summer and main school) effectively to our target audience, including brand architecture and value proposition that will bring the Head's vision to life, widen awareness of the school, and increase applications and competitiveness.
- Develop and direct a yearly marketing and enrolment management plan.
- In conjunction with the Head, set yearly admission and enrolment goals (both summer school and main school), and be responsible for meeting goals.
- Develop an internal marketing plan to maximise retention of students, particularly at key transition points.
- Define a compelling proposition for the school in terms of positioning, values, tone of voice, messaging.
- Establish yourself as the advocate and custodian of the school brand.
- Analyse and understand the local market, notably opportunities and threats. Maintain an accurate database of prospective students and parents; develop and implement a continuous lead nurturing plan to drive enrolment.
- Conduct regular market and competitor analysis in order to inform senior leadership team on how to improve and develop the school's educational provision, better position the school, and develop a long-term strategic plan.
- Working closely with the Bursar maintain an understanding of the school's commercial imperatives, including the challenges in the wider economic context.
- Lead and develop the marketing, development and admissions team (Head of International Student Recruitment, Sales and Admissions Advisor, Marketing Manager, Admissions Coordinator and a temporary Sales and Admissions Advisor, appointed each year to assist with summer school sales and admissions).





- Demonstrating involvement in the wider life of the school and being prepared to attend school events other than those of the department.
- Work closely with the Head in submitting a coherent and compelling bid for the marketing, admissions and communications budget to Head Office each year.
- Efficiently manage the marketing, admissions and communications budget.
- Ongoing analysis of the effectiveness of the marketing and communications initiatives.
- Develop and report key performance indicators on weekly basis to school's senior leadership team.

### **Marketing and Communications**

- Implement the agreed marketing strategy.
- Oversee the creation of all communication and promotional materials, including: website, brochures, videos, advertisements, advertorials, presentations and ensure these are used as a dynamic and motivating marketing tool.
- Ensure the creation of an engaging website and digital marketing campaign to maximize lead generation.
- Continue and grow communities with the promotion of the school through social media: Facebook, Twitter, LinkedIn, blog posts, YouTube, etc.
- Organize and manage all on-and off-site admission events.
- Manage external specialists and agencies, ensuring they deliver quality work, on time and on budget.
- Manage the school branding, ensuring a cohesive and a consistent approach in all marketing.
- Oversee and develop links with the local community and stakeholders including feeder schools, embassies/consulates, companies and international organisations.



- Oversee and regularly re-evaluate the school's internal and external events related to student recruitment, including Information Mornings, exhibitions and conference appearances, and similar.
- Ensure the development of a vibrant and active alumni community.
- Establish yourself as a key marketing contact for the school, including working closely with Globeducate Head Office to deliver marketing opportunities for the school and the group.
- Maintain an open dialogue with marketing colleagues and ensuring that any relevant customer feedback is shared.
- Work with the Head on all internal and external communication, ensuring a consistent tone of voice.
- Develop public relations and media strategy to drive brand awareness and reputation through exposure on various media channels and word-of mouth.
- Working closely with the Head, lead on media liaison and press relations.
- Act as an ambassador at key public events and significant activities, ensuring that there is effective communication of the school's ethos.
- Maintain and grow relationships with the school's feeder organisations, including educational consultants, relocation agencies, other schools, and other organisations and individuals.
- Amplify good news, ensuring the right people are aware of our achievements and successes.
- Organise PR events, and attend them where relevant.
- Maintain close links with key employers and institutions in which prospective parents work, from which students may be recruited to ICS.
- Ensure all school communications and data is handled so that it is compliant with Data Protection policies.





## **Admissions**

- Ensure that admissions infrastructure, processes and systems are efficient and effective from the viewpoint of the school and prospective parents, from first contact to enrolment.
- Reviewing student applications and assessing applications in accordance with the school's admissions policies, in consultation with the Head and Principals.
- Oversee staff issuing formal offers, reporting on invoice payments, chasing expiring offers, and issuing confirmation when payments due are received.
- Managing applications, conditional offers and rejections, ensuring that all accepted offers are in line with, and support, the school's profile and admissions policies.
- Evaluate the effectiveness of each customer relationship, including tours and telephone and email correspondence.
- Develop a detailed understanding of UKVI regulations and procedures as related to our student application process.
- Ensure the school remains compliant as a Tier-4 visa issuer. Oversee the creation of CAS letters, submission of essential documents and maintenance of the students' central records.
- Managing the annual student re-enrolment process, supervising the Admissions team's duties and monitoring student response, responding to all withdrawals and late notices, and updating enrolment lists.
- Responding to student CAS visa sponsorship requests and working together with ICS's International Student department to bring prospective sponsored students through the admissions process.
- Overseeing and reviewing the school's admissions pipeline in consultation with the Head/Principals
- Analysing admissions data to identify trends, new developments/competitors, and providing the Head with regular admissions reports.



# Person Specification

## Essential

- Experience of leading and managing a team
- Excellent IT skills
- Experience of working in a sales, admissions or customer management role in a similar environment
- An enthusiasm for providing excellent customer service and evidence of continuously driving service improvements
- Experience of effectively handling customer complaints and difficult people
- Excellent communication skills and ability to communicate effectively with stakeholders across all levels
- A high level of awareness of equality and diversity issues, and ability to effectively deal with people from a variety of cultural backgrounds
- Proactive approach to work with ability to identify areas for improvement and propose solutions
- The ability to exercise discretion to maintain confidentiality in the handling of sensitive/confidential information
- Ability to multi-task and to meet set deadlines, with outstanding organisational and project management skills
- A co-operative, personable team player, able to work independently and take ownership of own workload
- High level of experience in digital marketing
- Ability to put marketing/admissions strategy in place to achieve the goals
- High level of ability to think strategically and ensure successful implementation of the strategies
- A strong goal and results orientation; ability to understand and report goals/metrics
- A high level of integrity and professionalism



# Person Specification

## Desirable

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Bachelor degree in a relevant subject</li><li>• Fluency in a second language</li><li>• A confident user of a school information management and/or CRM systems</li></ul> | <ul style="list-style-type: none"><li>• A very good knowledge and understanding of the IB, and international school sector</li><li>• Experience of issuing visa letters for eligible students and an understanding of UKVI and its processes</li></ul> |
|---|--|



ICS  
INTERNATIONAL  
COMMUNITY  
SCHOOL

# How to apply

To apply please visit [www.icschool.co.uk/jobs](http://www.icschool.co.uk/jobs) and then:

- Download the application form
- Complete the form and email it with a cover letter to [recruitment@ics.uk.net](mailto:recruitment@ics.uk.net)
- Please note: CVs are not acceptable for this role.

**The closing date for this role is 19th February 2020.**

ICS has a commitment to safeguarding and promoting the welfare of children and young people. All appointments are subject to Enhanced DBS checks/Overseas Police Checks and Teacher Status Checks, ID and reference checks. During interviews, all candidates will be asked to talk through their applications, including periods when they were not working. ICS is committed to equal opportunities.