**Job Description**

**Marketing & Admissions Manager**

London Academy of Excellence (LAE) is seeking to appoint a Marketing & Admissions Manager. This a key role within LAE and the successful applicant will report directly to the Head Master.

This job description below is not exclusive or exhaustive. Whilst every effort has been made to outline the main duties, tasks and responsibilities associated with the post, each individual task undertaken has not been identified. The post holder may be required to undertake all duties broadly in line with the following list of responsibilities:

**Key responsibilities:**

1. **Marketing and communications**

* Develop and implement an appropriate marketing and communication strategy to ensure that the LAE’s image and reputation are promoted and enhanced.
* Design and produce marketing and publicity materials, including LAE’s prospectus and other promotional literature, exhibition stands and displays.
* Manage LAE’s advertising, utilise appropriate media, create and place effective advertisements.
* Oversee the content of the LAE’s website and social media streams to ensure that these are used as an effective marketing tool.
* Develop and monitor brand guidelines for all marketing material and LAE literature.
* Commission photography and video as needed, manage and update LAE’s library of marketing imagery.
* Effectively manage the marketing budget.
* Oversee notice boards and presentation areas around LAE.

1. **Admissions**

* Co-ordinate and monitor a successful annual admissions process.
* Oversee contact with LAE’s main feeder secondary schools, including organising representation at parent’s information evenings, post-16 progression events, careers fairs and assemblies.
* Update literature, exhibition stands and displays for 2018 entry
* Seek improvements and efficiencies in the admissions process based on feedback and self-evaluation.
* Manage admissions telephone and e-mail correspondence.
* Plan, co-ordinate and deliver successful enrolment and admissions events.

1. **External relations and partnerships**

* Lead on the development of strong and productive external relations, public relations, press relations and relations with the local community.
* Initiate appropriate contact with the press, both local and national, ensuring that LAE is regularly and positively represented.
* Produce a termly newsletter for parents and carers.
* Strengthen and promote links with key partners and associates, including HSBC, and partner schools.
* Strengthen communication with key stakeholders, including students, parents, carers and Governors.
* Produce an annual newsletter/’Review of the Year’ for donors, Governors and Partner Schools.

**Person Specification:**

* A good honours degree is desirable for this role
* Would suit an enthusiastic and diligent person of graduate calibre with a passion for media, marketing and communications, looking for hands on experience and the opportunity to learn.
* Outstanding people skills - a warm and positive team-player with the professionalism, resilience and personal motivation to inspire others, to achieve exceptional results and to get things done.
* Must have excellent written and verbal communication skills, with an eye for detail and ability to proof-read to ensure copy is accurately spelt, grammatically correct and consistent.
* Experience in social media platforms would be a distinct advantage; an understanding and enthusiasm for social media is essential.
* Strong numeracy and IT skills.
* An eye for design would be useful.
* A flexible and supportive team player, who is willing to ‘muck in’ and do whatever is needed.

**The role has the following additional responsibilities, in common will all staff:**

* Ensuring that all sixth formers observe LAE policies relating to dress, behaviour and other matters, and that they take proper care of LAE’s environment and resources;
* Creating an effective rapport and a sound relationship with all LAE sixth formers, earning their respect and trust but maintaining proper professional boundaries by not deliberately courting popularity or friendship;
* Contributing to the programme of extra-curricular activities (“ECAS”), which may sometimes require reasonable evening or weekend commitments, some of which will be offsite;
* Contributing to the OutReach programme of community service;
* Leading or assisting offsite trips and visits (any necessary training, for example around First Aid or Risk Assessment, will be provided, at LAE’s expense);
* Contributing to the establishment and maintenance of a caring, positive, safe and stimulating environment for each sixth former at LAE;
* Prioritising at all times the safety and well-being of the sixth formers by following the Welfare & Safeguarding policies;
* Attending training days in reasonable proximity to the start or end of the LAE terms (usually, within four working days of the published term dates), and demonstrating a personal commitment to be fully up-to-date with training;
* Taking a share of the duties around sixth former supervision;
* Providing cover for absent colleagues, and participating in arrangements for sixth formers’ supervision during public examinations;
* Participating in recruitment events such as Open Evenings and Assessment Days, some of which take place after 17.25 on weekdays or at weekends;
* Maintaining effective and harmonious professional relationships with colleagues, in particular by the retention of a sense of perspective and, on occasion, the invaluable ability to laugh at oneself;
* Looking after one’s physical and emotional well-being, and not being reluctant either to ask for help or support, or to accept and reflect upon it when it is offered;
* Fulfilling any other reasonable duties, as requested by the Head Master or the Deputy Heads.

**Child Protection: All members of staff must comply with LAE’s *Safeguarding & Promoting the Welfare of Children Policy (Child Protection Policy)*. If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety and welfare of our sixthformers, these concerns must be reported immediately in accordance with the policy.**