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| **Admissions and Communications Assistant****Job Description** |

**Title of Post:** Admissions and Communications Assistant

**Responsible to:** Director of Admissions and Communications

**Hours:** 9.00am - 5.00pm

**Purpose of Job:** To contribute to the efficient running of the school by providing administrative and marketing support to the department in relation to whole school admissions, marketing and communications and alumnae relations to ensure a warm and efficient service.

**Admissions Responsibilities:**

To provide office administrative support and telephone cover, see to the timely despatch of school prospectuses and answer queries relating to the entry procedures for new pupils. Includes:

* Sending prospectuses to enquiries received by telephone/email/web.
* Answering calls relating to Admissions.
* All other general admin relating to the Admissions procedure, e.g. correspondence, filing, reformatting forms and documents.
* To keep detailed records relating to the Admissions process including applications and associated paperwork.
* Recording and monitoring applications for bursary funding at Year 7.
* Requesting school reports.

To have responsibility for the upkeep of the Admissions database (RSAdmissions). Includes:

* Recording and updating enquiries.
* Producing mailings ready for despatch.
* Maintaining a record of template letters for regular mailings.

To provide support at Open Events, Entrance Exams, Interview and Induction Days. Includes:

* Administration for examinations including the Year 7 entrance examination and interview process.
* Assistance with preparing materials in advance of events e.g. new Pupil Induction Packs, prospectuses.
* Work day-to-day with team members to meet pupil recruitment objectives including willingness to attend some school events such as open days.

**Marketing Responsibilities:**

To provide support for school marketing and communications activities. Includes:

* To contribute to and further develop the school’s social media presence in line with approved messages.
* Assisting with copywriting editorial and promotional literature for advertising purposes.
* Assistance with collating ‘Friday Headlines’, the school’s weekly e-newsletter.

**Development/Alumnae Relations Responsibilities:**

To continue to enhance the Development/Alumnae Relations function in pursuit of the aims of the Old Girls’ Association and to assist with the longer term aim of developing fundraising programmes. Includes:

* Responding to OGA enquiries, updating database with new details, locating alumni (‘Old Girls’) on the database, etc.
* Assisting with day to day maintenance of the customer relationship management database (‘ThankQ’)
* Ensuring the OGA website pages are up to date, interesting and relevant.
* Continuing to ‘friend-raise’ through assisting with the organisation of and attendance at OGA events, reunions, etc.
* Assistance with collating ‘Old Girls Reunited’, the OGA’s termly e-newsletter and the production of the bi-annual OGA newsletter ‘Laurel Leaves’.
* Working with the Admissions and Communications team and OGA committee members to further develop the OGA function e.g. setting up social media channels to increase engagement with association members and developing The Athena Network and Legacy programme.

To assist with any other duties from time to time, at the reasonable request of the Headmistress.