

North London Collegiate School

Founded 1850



BRIEFING DOCUMENT

and

JOB PROFILE

DIRECTOR OF ADMISSIONS, MARKETING AND COMMUNICATIONS

ABOUT NORTH LONDON COLLEGIATE SCHOOL

North London Collegiate School (UK) was founded in 1850 by Frances Mary Buss to offer an academically ambitious education to girls, similar to that available to their brothers. The School has pioneered women's education for over 160 years and remains among the highest achieving schools in the UK. Exam results consistently top the UK league tables and the School has repeatedly outperformed other prestigious schools in terms of Oxbridge and Ivy League success rates. The Sutton Trust has rated NLCS as first in the UK for success in placing students at competitive universities and the Good Schools Guide wrote that NLCS is 'Possibly the best advertisement for girls-only education in the country'

In 2011, North London opened its first international 'branch' school in South Korea - NLCS Jeju. Working with an agency of the South Korean government, the school was the first of a number of international schools to be built as part of an ambitious project to transform the island of Jeju into a global 'hub'. The school is co-educational offering both boarding and day spaces; it currently has approximately 1,300 pupils. NLCS Jeju offers the IB Diploma to all students in the Sixth Form, regularly achieving an average Diploma points score of 37-38 points to rival top-performing jurisdictions such as Singapore.

The second NLCS overseas 'branch' school, NLCS Dubai, opened in the United Arab Emirates in September 2017 and is an all-through co-educational IB day school. NLCS Singapore opened in September 2020. NLCS Ho Chi Minh City is the fourth, and most recent, addition to the group.

THE ETHOS

At North London Collegiate schools, academic success is gained not through an emphasis on results but by creating an atmosphere of rigorous scholarship, where pupils are encouraged to study beyond the examination syllabus in order to develop their intellectual independence and love of their subjects. The pastoral well-being of students is of the utmost importance and good relationships are fostered between pupils and staff, as well as between the pupils themselves.

The extra-curricular life of NLCS schools is vibrant, both in academic and non-academic fields. Students participate in a wide range of subject-focussed clubs and societies, from weekly book groups to Debating Society, to 'Young Historians' to 'Human Rights Society' and 'Model United Nations'. In the UK School, over forty academic clubs and societies operate weekly meetings and events led by the Sixth Form, in order to give students every opportunity to develop their intellectual curiosity, independence of thought and genuine love of subject; there are a large number of student-produced academic journals which reflect the particular interests of these societies.

Non-academic activities also thrive as the School aims to create an environment in which the whole personality can grow. Extra-curricular Sport, Music and Drama are all of excellent quality and large numbers of students are involved. In the UK, the School has produced sports players at national and regional level as well as nationally recognised musicians, composers, and actors. Since the opening of a state-of-the-art Performing Arts Centre in 2007, productions and concerts have benefited from this professional standard facility with over 40 performances a year in this venue alone.

This ethos and broad range of opportunities have already been effectively recreated at our satellite schools, NLCS Jeju, NLCS Dubai and NLCS Singapore.

THE ROLE

The Director of Admissions, Marketing and Communications will report to Group CEO and Head of Junior School to provide strategic direction and leadership for all marketing and admissions activities, implementing strategies which align with and support the NLCS's vision, mission, and values. The successful candidate will also be responsible for internal and external communications with the school's key stakeholders; these include parents, feeder schools and prospective parents: and (working with journalists) for external communications with the media.

MAIN RESPONSIBILITIES

Management of Admissions

- Providing clear and disciplined leadership, motivation, and direction for the NLCS Admissions team.
- Providing supportive and developmental line management for the three registrars within the school
- Managing, overseeing, and auditing the admissions practice and policy, maintaining consistency across all points of entry within the school.
- Working closely with the team and coordinating the work of the Admissions team in planning, managing, and implementing arrangements for school in action, taster and open events.
- Coordinate school tours/visits, demonstration lessons, trial periods and all general admissions activities.
- Coordinate application and placement testing for prospective students, providing an admissions process that is slick and professional, manages expectations and admits students who will flourish in the school.
- Maintain good relationships with key recruitment channels in Vietnam and overseas.
- Provide regular updates, reports, and data analysis on admissions performance.

Work with Feeder Schools

- Overseeing the School's links with its feeder schools and implementing strategies with the Head of Junior School to develop stronger relationships.
- Communicating to the feeder schools' significant successes, progress (including in the longer-term public examination results) and achievements of their former pupils
- Liaising with feeder schools over admissions matters.
- Coordination and leadership at senior schools' information evenings at feeder schools to provide advice on the admissions process and to promote NLCS.

Work with prospective parents:

- Acting as the first point of contact for all enquiries, supporting families through the application process and maintaining communication with them until their children start at the school.
- Representing the School to prospective parents, conveying its ethos and educational offering
- Managing enquiries from prospective parents effectively and efficiently
- Providing high-quality correspondence, face-to-face encounters, and telephone communications with prospective parents and visitors regarding registration, tests and interviews.

Management of Marketing and Communications

- Developing an annual marketing strategy to ensure the school maintains the quantity and quality of its admissions.
- Analyzing prevailing admissions trends internally and externally to ensure the School is able to sustain its admissions quality and demographic mix long term

Creating a coherent marketing and communications strategy for engagement with both current and potential feeder schools.

- Proactively seek opportunities to promote the school to potential and existing stakeholders and markets in eye catching, innovative, and effective ways and in line with group marketing and brand guidelines.
- Ensure that official documentation such as school correspondence templates (letter heads, email templates, business cards, school and course prospectuses and other documents) are effectively promoting the school and its services and are aligned to appropriate NLCS guidelines.
- Ensure that the many events and programs offered by the school are effectively recorded and communicated to an appropriate audience.
- Be one of the NLCS in the public eye, ensure that other key school leaders maintain an appropriate public profile.
- Identify and analyze the potential of new and emerging regional markets and ways in which the school can create the appropriate profile within them.
- Utilize regional agents, fairs, exhibitions, conferences, competitions etc. as appropriate.
- Develop relationships with agents and promoters.
- Monitor school branding to ensure consistency and appropriateness.
- Ensure effective marketing for onsite and offsite holiday programmes.
- Manage and measure marketing campaign costs; ensure the effectiveness of marketing campaigns using pre- determined KPIs.
- Website
- Ensure that the school's website is fresh, eye catching, informative, user friendly and representative of the 'NLCS Brand' and the range of achievements, events, programs, services and opportunities occurring in or planned for the school.
- Monitor and report on website usage, taking action to leverage website views and engagement as a source of student recruitment.
- Ensure that the website is secure, and that best-practice safeguarding protocols are followed.

Analysis

- Overseeing the integrity of the admissions database, ensuring the accurate collection and inputting of admissions data and statistics
- Providing analysis of trends and forecasts in feeder schools, enquiries, registrations, visits, offer acceptances, Music scholarship and bursary admissions.
- Carrying out relevant ongoing market research / competitor research, keeping up to date with market trends, and responding to trends appropriately
- Coordinating regular research activities, these may include questionnaires and focus groups to inform admissions policies and procedures.
- Creating reports for the Headmistress and the Senior Team as required
- Coordinating feedback from prospective parents and non-joiners
- Reviewing and analyzing competitor schools' processes and to keeping abreast of current trends and access arrangements

Event Planning and Management

- Lead and manage both internal and external marketing, admissions, and community events.
- Lead the marketing team in organizing school events, provide onsite facilitation.

Parent/Community Engagement

- Develop, implement, lead, and review an effective system for enhancing parent and family engagement.

- Encourage family/parental engagement and involvement in school life on the campus and the wider community through efficient two-way communications strategies.
- Create opportunities for family participation in learning, leadership, and advocacy.
- Develop with parents and community representatives' practical actions for school improvement.
- Develop and implement customer relationship plans to cultivate parents' loyalty and maintain positive engagement.
- Welcome new parents, ensuring that their orientation and induction to the school and its procedures and expectations gives the most positive first impression possible.

Budget Management

- Plan, maintain and manage annual and termly budgets for admissions and marketing.
- To monitor expenditure in relation to budget.

Others

- Seek out new, and maintain relationships with existing, relocation companies and other agents and contacts with whom to promote the school within Vietnam.
- Undertake continuous analysis of competitive environment and consumer trends.
- Working with senior academic staff, create and manage a school calendar of events.
- Continually review changes to the market, national and regional trends, and the activities of competitors, adjusting the marketing plan as necessary.
- Identify new business opportunities.
- Other ad-hoc duties as assigned.
- Travel maybe required upon request.

PERSON SPECIFICATION

The right person for this position will have the following capabilities in terms of personal qualities, professional experience and skills:

- Educated to degree level
- Confident in meeting and communicating effectively with feeder Heads, prospective students and parents
- Ability to collaborate with different stakeholders within the School
- Ability to communicate in writing to a high standard
- Articulate and a strong communicator over the telephone and face-to-face
- Highly computer literate with accurate word processing and data-entry and data analysis skills
- Well-organised
- Ability to adapt and multi-task
- Excellent attention to detail both in terms of work and personal presentation
- Ability to lead others with confidence and with a collaborative and inclusive style as well as working well as a member of a team
- High levels of energy and stamina to achieve personal/school objectives within set timescales
- Experience of working with databases, preferably SchoolBase
- Previous experience in a school is preferred.

