

JOB DESCRIPTION - MARKETING & ADMISSIONS ASSISTANT

Full-Time (Temp to Permanent Role)

Hours of work: 7.45am to 4.30pm

Reporting to: Marketing & Admissions Manager

· **Main Aims of the role:**

- To assist in planning and co-ordinating the schools marketing campaigns
- To oversee the organisation of school events and ensure the highest possible standards of organisation, presentation and delivery
- Work closely with and deputise for the Marketing and Admissions Manager
- To act as a point of contact in the school office and assist parents with any queries or concerns

· **Duties include:**

- To assist in the smooth running of marketing events including Welcome Mornings and Taster Mornings
- To assist with mailings as required e.g. open morning invitations
- To act as a point of contact within the admissions department and deal with telephone and email enquiries with a high level of customer care for all prospective families
- To maintain an effective filing system (paper and electronic) for information/documents
- To ensure that all joining information is received and recorded as required/distributed internally prior to a pupil joining the school
- Provide support to the Registrar Process, including responding to prospectus requests, entering data onto SchoolBase database, entering enquiry data into the database
- Ensure the ready availability of admissions materials, such as prospectus packs
- Annually update the Parents' Handbook and Annual Information Booklet under the supervision of the Marketing and Admissions Manager
- Assist with collating material from teachers for inclusion in the school magazine, Spectrum
- Assist with the production of printed marketing materials; nursery prospectus, Open Morning Cards
- Assist with the gathering, creation and editing of news stories for publication on the School website, social media and bi-weekly digital newsletters
- To assist in compiling data for termly Governor's report
- Monitor, maintain and update content on the school calendar and Parent Portal (including uploading images).
- To lead on planning and management of internal school events; parent coffee mornings, class holiday talks, school plays and concerts. Ensure appropriate levels of staff supervision, liaising with Estates Manager, Catering Manager or Venue Manager as appropriate.
- To complete risk assessment for all internal events and submitted to the Health and Safety Co-ordinator in accordance with School Policy.
- Manage and maintain the upkeep of the School's photo library
- Manage individual and class photos, including liaising with photographers, ensure smooth running on the day and liaising with parents to distribute photos.
- To carry out all school mailings and sort out daily post
- To support and cover the Junior School Head's PA when necessary
- To meet and greet children one morning a week
- To manage pupil registers

- To keep a weekly record of late comers and writing to parents where necessary
- To contact parents regarding absences
- To keep a summary of absences regarding safeguarding and reporting to Headmistress and Safeguarding Lead
- To send termly reports electronically via SchoolBase to parents. Filing each individual.
- To act as a Fire Marshall and ensure on evacuation of the building that all prep school staff and pupils are accounted for and details reported to the Chief Fire Marshal
- To keep up to date details in Grab Bag and SchoolBase on laptop
- To assist in Disaster Management

- To apply on behalf of the parents to the London Borough of Hammersmith & Fulham for the Nursery Grant for the children under five. Claiming the term rate of grant (termly)

- To gather information on the child that the London Borough of Hammersmith & Fulham requires; such as ethnic origin, action plus codes etc. (termly)
- To ensure all Early Years staff attend at least four professional development courses in a year. This includes booking and keeping records of such courses
- To gather the Early Years profile goal scores for every child receiving the early years education and e-mailing spreadsheet details to London Borough of Hammersmith & Fulham (June each year)
- To carry out Early Years audit and census (January each year)
- To keep all school records on the above up to date and accessible for inspection
- To inform the Bursar's Department which children will be receiving nursery grant each term what amounts to expect from London Borough of Hammersmith & Fulham
- To perform any other reasonable duties requested by the Head or Marketing & Admissions Manager

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This in addition to the roles and responsibilities described in the generic job description.

PERSON SPECIFICATION

- Knowledge & Education
 - A further education qualification
 - Formal training relating to Marketing (not mandatory)
 - Previous relevant work experience in the independent school sector would be advantageous
- Competencies, Skills & Abilities
 - An enthusiastic and versatile team player, able to work with a variety of different people to ensure the efficient and successful management of pupil recruitment and promote the ethos of the school.
 - Have excellent interpersonal and communication skills with a flexible and friendly attitude
 - Have excellent organisational and administrative skills with effective use of ICT including knowledge of social media channels.
 - Be able to work under pressure, be self-motivated and ability to multi task
 - Excellent administration and organisational skills
 - Candidates should have a proven track record in a customer facing role along with experience of databases and database analysis and be IT literate with MS Office (Word & Excel)
 - Ability to prioritise and use own initiative
 - Excellent verbal and written communication skills
 - Excellent attention to detail
 - Strong ICT skills