



## **JOB DESCRIPTION**

### **Director of Marketing and Admissions**

#### **THE SCHOOL**

RMS is a leading independent girls' day/boarding School with 940+ pupils aged 2 to 18 and over 240 teaching and support staff, situated on a 200-acre parkland site near Rickmansworth in Hertfordshire. Potential candidates are strongly encouraged to visit the school website [www.rmsforgirls.org.uk](http://www.rmsforgirls.org.uk) for more information about our thriving school, with its excellent value added results and inclusive community spirit that encourages both girls and staff to work to their potential and beyond.

#### **THE ROLE**

This new role, reporting to the Head is a pivotal role combining both strategic and operational aspects. The DoMA will be responsible for the development, organisation and leadership of all matters related to marketing and admissions into the school.

Working closely with the Head, Senior Leadership team and Development Manager, the DoMA will develop and embed a multifaceted strategy to ensure distinctive marketing and a first-class admissions process in line with the school's strategic plan, values and founding principles. She or he will ensure consistency and clarity in articulating the brand and values that make RMS unique. The successful applicant will be a member of Whole School SLT and a key public face of the school and will engage intelligently with parents as well as the school's partners, building on the excellent relationships that exist with agencies, parents and feeder schools and recruiting pupils directly.

The DoMA will be able to embed change, provide inspirational leadership and develop the skills of the marketing and admissions teams. He or she will have an excellent understanding of – and alignment to – the school's vision and ethos. The DoMA will shape and embed a vision for world-class marketing and admissions processes, commensurate with the exceptional levels of professionalism delivered by the school in all aspects of its educational offer. International travel and representation at recruitment and marketing events both nationally and abroad will play a significant part in this role.

#### **JOB SPECIFICATION**

The main areas of responsibility which attach to the position are set out below although the list is not exhaustive and the DoMA may be expected to assume additional responsibilities as reasonably requested by the Head.

The DoMA will develop and implement a comprehensive marketing, communications and admissions strategy for RMS, aligned with the school's mission, vision, values and its strategic planning and long-term aims as a leading boarding school.

## **Main Responsibilities/Accountabilities:**

### **Strategy and Planning**

- Develop strategic plans for marketing and student recruitment to meet the needs and objectives of the school
- Develop and further embed the school's digital and social media strategy, including strategic management and continual evolution of the school's website
- Develop and implement the school's pupil enrolment strategy, both digital and in print, differentiating the school across key markets
- Articulate the brand image the school seeks to promote in accordance with its mission and vision, and ensure that image is consistently maintained across all publications and media, and to both internal and external audiences
- Set, monitor and track the short and long-term strategies for marketing, communications and student recruitment in close liaison with the Head
- Monitor and report all high-level metrics, proactively using data to devise appropriate interventions where required
- Contribute to the formulation of the Whole School Development Plan as required

### **Marketing and Communication**

- Be responsible for the quality of the overall image that RMS presents to the world through its public visibility via the website, parent portal, prospectus, digital marketing, publications, and media releases
- Lead and manage all media relations, implementing an effective digital and social media strategy including the development and management of all RMS social media accounts.
- Plan and create appropriate and highly targeted advertising campaigns, measuring and monitoring them against budgets (ROI)
- Exploit current markets fully and open up new markets as opportunities arise both nationally and internationally, with a view to optimising enrolment and marketing activity at all entry levels
- Monitor local and regional market conditions, including the local parent community to understand how and why families choose RMS, how best to reach them and how to engage with the current parent body in order to boost advocacy
- Initiate new publications to focus on specific aspects of school promotion.
- Develop and implement an integrated multimedia marketing and communications strategy
- Ensure effective internal and external communication through consistent and timely marketing department liaison and communication with school leadership teams, staff groups, parent and alumni groups (such as the FoRMS/ OMGA)
- Help ensure communication to all staff and parents is conducted in a professional and timely manner and by appropriate means
- Oversee effective and efficient control and management of the marketing budget.
- Undertake regular market and competitor research and analysis to inform future planning

### **Admissions**

- Develop and execute student recruitment strategies to ensure that the school's overall student recruitment targets are met, attracting outstanding students across all year groups
- Working with the Senior Leadership Team, be responsible for the coordination and refinement of admissions processes across the school, ensuring that systems and procedures are in place to provide timely, personalised responses to all admissions enquiries thus delivering a 'best-in class' Admissions experience

- Maintain and improve the efficiency and effectiveness of admissions procedures, taking into account the dynamic nature of the school's key markets, the international perspective of parents, the needs of the school and the changing strategies of competitors
- Track trends in admissions and parental feedback for the purposes of both effective forecasting and future planning
- Analyse, forecast and report on key student admissions data and statistics, revising strategies and plans where appropriate
- Attend national and international recruitment events, ensuring the school is well represented to all markets
- Cultivate excellent relationships with international agents, manage agent contracts and, in liaison with the Registrar, foster new agent links, vetting all prospective agents in accordance with due procedure

### **Line Management**

- Lead, inspire and develop the marketing and admissions teams, setting high standards of performance and measurable outcomes
- Review team organisation structure, processes, activities and culture to ensure an efficient high-performance team across marketing and admissions
- Take accountability for the recruitment and induction of marketing and admissions staff, ensuring training and professional development needs are identified and met
- Develop an open culture of learning and development where self-review is encouraged and the quality of practice is the principal focus

*This job description does not define in detail all responsibilities and the responsibilities and activities in the job description may be varied to meet the changing demands of the School at the reasonable direction of the Head.*

### **PERSON PROFILE**

The holder of this post will have to demonstrate flexibility and enthusiasm and enjoy working within a team with all members of the School community. The DoMA should be able to challenge and support colleagues to do their best by inspiring trust and confidence and taking positive action. They will be calm under pressure, resilient and tenacious. Additionally, they must be committed to maintaining a high standard and a well-organised flow of information and communication within the School and to the wider community.

### **PERSON SPECIFICATION**

#### **Qualifications and attainments**

- A record of good academic achievement and educated to degree level or equivalent, with a relevant high-level professional marketing or admissions qualification being highly desirable
- Extensive and demonstrable marketing and business development or sales experience.
- Evidence of commitment to CPD

#### **Experience and skills:**

##### **Essential**

The successful candidate must be able to demonstrate

- A clear understanding of, and affinity for, the school's ethos
- Senior level commercial or strategic marketing, brand management, communication, sales and customer care experience

- Planning, reporting and budget management
- Experience of developing strategic plans at a senior level, combined with a record of successful implementation
- Hands-on use of different media to best effect with different audiences
- Experience building excellent relationships with a wide range of people
- Ability to manage multiple projects, excellent project management skills and working to tight deadlines
- Excellent analytical skills
- Significant leadership experience
- Outstanding IT skills incl database management, MS office skills incl Word, Excel and PowerPoint

#### Desirable skills

- Experience of and an understanding of the principles of marketing within education.
- Experience of working and an understanding of the principles of admissions within education.
- A good understanding of international recruitment within a boarding environment

#### Personal Attributes:

The successful holder of this post will need to demonstrate that he/she has:

- The ability to write and verbally communicate messages that are clear, concise and inspiring
- Demonstrated effectiveness in the ability to deliver effective marketing strategy with measurable outcomes
- The ability to analyse situations, reach sound conclusions and resolve issues effectively
- Proven ability to lead and motivate teams and individuals successfully
- The ability to represent the school effectively to wide ranging audiences across markets nationally and internationally
- The ability to influence, motivate and persuade at all levels
- The combination of communication and interpersonal skills necessary for working effectively with parents, students, administrators, staff and senior management.
- Enjoyment of working under pressure in a fast-paced environment
- Excellent planning and organisation skills with a keen eye for detail
- Evidence of resourcefulness, thinking out of the box to contribute creatively with meaningful and workable solutions to problems
- The ability to promote boarding internally and externally, marketing to parents, pupils and agents, including regular travel abroad as required
- Flexible approach to their working hours, available to work evenings and weekends as required

#### **TERMS OF EMPLOYMENT**

The terms of employment include:

- 40 hours per week with hours negotiable, paid pro-rata
- 52 weeks per annum with 6 weeks holiday to be taken during the holiday periods
- Competitive Salary
- Staff Pension Scheme
- Free lunches when the School's catering facilities are open
- Free car parking
- Preferential gym membership
- School fee discount – subject to terms and conditions of the policy

**DISCLOSURE AND BARRING SERVICE**

The School is a “Registered Body” under the provisions of the Police Act 1997 because employment at the School involves access to children under the age of 18. This post shall be subject to the receipt of overseas criminal records check (where appropriate) and will require an Enhanced Disclosure Certificate (with barred list) from the Disclosure and Barring Service (DBS) before an offer of employment can be confirmed.

**SAFEGUARDING CHILDREN**

The post holder’s responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact, will be to adhere to and ensure compliance with the School’s Safeguarding Policy Statement at all times. 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 or welfare of children in the School s/he must report any concerns to the Head.

**Revision of Job Description**

According to the development and requirements of the School, Job Specifications will need to be reviewed and updated periodically, after consultation with the Job Holder.