



The Marist School is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment.

Title of Role: Marketing and Admissions Officer

Reporting to: Assistant Head: Transition and Development

Purpose of Role: Integral to the successful development of the school, this role is integral to the Marketing and Admissions Team, supporting the creation and implementation of innovative recruitment and retention activities and campaigns that support the growth and development of the school

Status of Role: Full Time, All Year Round, Permanent

Key Tasks and Accountabilities:

Marketing Key Responsibilities

- Support the delivery of recruitment campaigns that support the pupil recruitment cycle e.g. admissions events such as open mornings, induction events, workshops and communications
- Work with the Marketing and Admissions Team on the strategic plan for marketing
- Maintain rigorous, dynamic and diverse media content, with timely, regular updates across all channels, including the School's website
- Support the promotion of the employer brand of the School
- Support all aspects of Alumnae engagement
- Support the Principal's communication strategy so that both external and internal communication is effective
- Post on social media channels according to the marketing plan which, in turn, supports the School's overarching strategy
- Website administration including updating copy, news, images, new pages, booking forms, and other content as required
- Support the production of key publications including, the prospectus and school newsletters
- Support the production of design material for the Nursery, Prep and Senior Schools including internal artwork, displays, signs, programme, maps, booklets and presentations for various stakeholders
- Photography, video-shooting and editing; uploading of images and other material onto the website, social channels and Digital Asset Management system to support impactful storytelling

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- Produce weekly and termly digital newsletters as instructed
- Support end-to-end email marketing campaigns, template design, and tracking
- Maintain The Marist photo, video, and digital asset library ensuring compliance with UK Data Protection Law
- Attend and photograph the School's Open Days, assessment, interview days, school visits and other marketing/recruitment events including live-tweeting during events
- Attend, where requested, external events such as Future Schools/Which School Next and fairs to promote the School
- Help to develop links and relationships with local and national press
- Assist in maintaining positive relationships with nurseries, feeder schools, parishes, and local businesses
- Adhere to the school's brand guidelines and brand style guide to ensure consistency across all marketing and communications
- Support the overall design of digital marketing and communications and content plan to include search (paid and SEO), digital advertising, videography/photography, listings, and social media

Admissions Key Responsibilities

- Provide administrative support to the Assistant Head: Transition & Development to proactively promote the school.
- Assist with the preparation with all admissions events including, organising marketing materials, and ensuring event details are communicated effectively both internally and externally.
- Assist with the Year 7 entrance process by preparing supporting documentation as directed by the Assistant Head: Transition & Development.
- Produce and send event reminders and follow up materials as required.
- Monitor the general admissions inbox ensuring that all enquiries are responded to within 24hrs.
- Maintain and update prospective parental and student information in data and office management tools (ISAMS, MS Office products).
- Attend and assist the Assistant Head: Transition & Development with events such as Open Days, Taster Days, Entrance Assessments.
- Proactively follow up enquiries from telephone calls, emails, events and marketing communications in a timely and professional manner.
- In Year Entrance Assessments- arrange assessment date, create online assessments and paper copies of English & Maths. Oversee assessments on the day.
- Arrange, book and assist with tours and meetings for prospective parents and students as required for all years from Nursery to VI Form
- Produce Admissions documents, offer letters, acceptance forms, reference requests, notify local authority of all leavers and joiners.
- Create reports and analysis on Admission activities for the Assistant Head: Transition & Development.
- Events – create registers for attendees of all events using the sign in app.
- Nursery – ensure the matrix is up to date, organise visits and tours, arrange taster days for potential students.
- New Joiners – communicate with Parents information regarding new joiners' information, set tutor groups, houses and lily groups, inform Data Manager, Head of Year, Accounts, IT of all new joiners.
- Leavers and Joiners – ensure all leavers and joiners are entered onto Isams, inform the local authority of all new leavers and joiners, update the admissions register. Send all leavers the leavers checklist, ensuring all IT equipment is returned prior to them leaving.

Ad Hoc Tasks

- Any other tasks as may be required by the Principal or Executive Team from time to time in support of the overall activities and smooth running of the School.
- Undertake any additional training considered appropriate for the better performance of the job.

This job description is representative and not necessarily a comprehensive definition of the post. Other reasonable duties may be allocated from time to time commensurate with the general character of this post and its scale point.

PERSON SPECIFICATION

Qualifications	Educated to at least Level 3 (e.g. A-Levels, NVQ, BTEC) standard or equivalent	Essential
	Qualification in business administration e.g. NVQ or equivalent	Desirable
	Entry-level qualification in marketing or communications	Desirable
Experience and Knowledge	Experience in the use of social media platforms including Facebook, Instagram, Twitter, LinkedIn, YouTube, etc, ideally for marketing purposes	Desirable
	Previous experience in and administrative role covering a complex workload	Essential
	IT literate with a good working knowledge of Microsoft Word and Excel, as well as web-based applications and database management tools	Essential
	Experience of supporting a busy office and working as part of a team	Essential
	Experience of working within a school environment, ideally at secondary level	Desirable
	Knowledge of iSAMS or similar MIS tools	Desirable
	Experience in administering and organising events	Desirable
Skills	Excellent customer service skills with a proactive 'can do attitude'.	Essential
	Professional and calm communicator both face-to-face, and on the telephone.	Essential
	Excellent written and verbal communication skills	Essential
	Aptitude for photography, and video creation	Essential
Personal Qualities	Enthusiastic and positive outlook	Essential
Personal Qualities	Exceptional people skills, self-motivation, and the	Essential

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	ability to relate quickly and easily to pupils, parents, staff, feeder schools, and other stakeholders	
	Team player with professional appearance and manner	Essential
	Appreciation of The Marist School values	Essential
	Approachable and friendly demeanour.	Essential
	Willingness to multitask, be flexible and rise to a challenge	Essential
	Ability to be flexible with working hours	Essential
	Proactive with a can-do attitude, motivated to deliver work with great attention to detail	Essential

Safeguarding and Child Protection

The responsibility of all staff in the School is to promote and safeguard the welfare of children and young persons for whom they are responsible, or with whom they come into contact by adhering to and ensuring compliance with the School's Child Protection and Safeguarding Policy at all times. If, in the course of carrying out the duties of the post, staff become aware of any actual or potential risks to the safety or welfare of children in the School, they must report any concerns to the School's Designated Safeguard Lead (DSL) or to one of the Deputy DSLs. All Marist staff must have an enhanced DBS disclosure.

Policies

The School's policies and risk assessments, which are found in the central Policies & Risk Assessment Team, are reviewed at least annually and all staff should be familiar with the policies and risk assessments which apply to them and their role.

Health and Safety

In accordance with the provisions of the Health and Safety at Work Act 1974 the School takes its duty to the health and safety of all staff very seriously. It is also the responsibility of all staff to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

Appraisal

Staff are part of the school's appraisal scheme and will have agreed objectives for each year of service. Their Line Manager will monitor and review performance.

Professional Development

The School actively supports the continuing professional development of all staff. Staff should also support their own continuous professional development including participating in training and development opportunities identified by the School.

Data Protection

The Marist School processes information about its current, past or prospective staff, applicants, current, past and prospective pupils; and their parents, carers or guardians and others who are defined as data subjects under UK Data Protection law.

Anyone who works for, or acts on behalf of, the school (including staff, volunteers, governors and service providers) should also comply with the school's Data Protection Policy, which also provides information about how personal data about those individuals will be used. The School takes the protection of all personal information extremely seriously and is committed to a policy of protecting the rights and freedoms of individuals with respect to the processing of their personal information.

Review and Amendment

This job description will be reviewed regularly and may be subject to modification and amendment from time to time, and the post holder may be required to undertake additional duties, as required, by the Principal.