

DIRECTOR OF MARKETING AND ADMISSIONS PERSON SPECIFICATION

The successful candidate appointed to join the school will be able to demonstrate the following:

LEADERSHIP AND INNOVATION

- Proven ability to develop a personal planning strategy quickly adapted to the needs of the school community
- Proven ability to convert marketing strategy into results
- A sense of when to take the initiative and when to ask for help
- Collaborative team membership with proven ability to build positive working relationships
- An ability to motivate and influence relevant stakeholders

COMMUNICATION

- The ability to listen, understand and then act in an informed way
- A commitment to the empathetic use of language in communication with EAL speakers
- Excellent inter-personal and communication skills
- Enjoyment of and ability to communicate with a wide range of people
- An enthusiasm for sharing ideas and supporting colleagues
- A willingness to participate in the activities of the wider school communities, both on-line and in person

EXPERIENCE AND KNOWLEDGE

- Knowledge of and commitment to high standards in marketing
- Experience of content development and in-bound digital marketing
- An ability to use and develop a programme of student assessment for admissions purposes
- Proven track record of managing an admissions office and marketing team
- Significant understanding of recent innovation and developments in marketing and admissions while defending their own, long held professional values

RESOURCE MANAGEMENT

- A commitment to the careful choice and stewardship of all resources
- A willingness to search for and test new resources

PERSONAL CHARACTERISTICS

- A high degree of integrity, initiative, ambition and self-motivation
- Ability to inspire, be organised and exude a positive outlook
- An ability to argue a point, tempered by a willingness to compromise
- A high degree of emotional intelligence and adaptability
- An enthusiastic commitment to the school community and activities programme

QUALIFICATIONS

- Bachelor's degree and professional certification in a relevant field