

JOB DESCRIPTION

Date	February 2018
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Job title:	Head of Marketing and Admissions
Reporting to:	Direct report to Head teacher Indirect report to Cognita School Support Centre Marketing Manager
Department/School:	Akeley Wood School
Scope:	
Checks:	DBS, overseas checks and employer references

The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Child Protection Officer/Designated Safeguarding Lead or to the Head or indeed to the Regional CEO so that a referral can be made accordingly to the relevant third party services.



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Launched in 2004, Cognita is an extraordinary family of schools joining forces in an inspiring world of education with one common purpose: building self-belief and empowering individuals to succeed.

With some 70 schools internationally we employ 5,000 teaching and support staff in the care and education of more than 35,000 students. Together, our schools provide a uniquely global education that goes beyond grades to develop all-round academic excellence – equipping young people with the confidence and resourcefulness that prepares them to grow, thrive and find their success in a fast-changing world. If you want to take your career further, we want to support you in achieving that goal within Cognita. www.cognita.com

The Opportunity

Akeley Wood School is a co-ed independent school from Nursery through to Sixth Form, which welcomes children of all abilities and many talents. The school is based across three sites, each set in beautiful private grounds in the Buckinghamshire and Northamptonshire countryside. Reporting to the newly-appointed Head teacher, Senior School and working with the Head teacher of the Junior School, the Head of Marketing and Admissions will lead the development and management of Akeley Wood School's (AWS) marketing and admissions strategy in order to achieve incremental pupil roll. It is an exciting time to join the school and contribute to a positive phase of rejuvenation in its 70-year history.

The primary aims of the role are to drive and innovate around admissions, marketing and communications in order to portray a positive image of the school within its community and to increase the volume of quality admissions enquiries, improve conversion and pupil retention.

The Role: Head of Marketing & Admissions

Responsible for:

Direct reports: Marketing & Admissions team

Indirect reports: None

Akeley Wood School seeks to appoint an experienced and dynamic, commercial and creative Head of Marketing & Admissions who will work to advance the school's interests, pupil roll and profile.

This represents an exciting opportunity to be at the heart of the school's strategic focus across both the Junior School and Nursery (9 months-11 years) and Senior School (11-18 years). The post holder will provide strategic planning and leadership in each of the areas named in the job title and will line-manage the marketing and admissions team.

The Head of Marketing & Admissions is a key leadership role and you will be required to implement an innovative and transformative strategy to ensure AWS achieves its ambitious pupil recruitment targets.

S/he will be responsible for the development and successful implementation of a strategic plan and for ensuring that the following strands are brought together under one umbrella:

Admissions – to set pupil growth targets, oversee pupil recruitment and develop and implement recruitment strategies, including the development of strategic and corporate partnerships, to ensure that the school's recruitment targets are met; to be responsible for all aspects of the school's admissions process and pipeline management with a view to maximising the number of enquiries, visits, registrations and joiners, whilst ensuring that retention levels at key points (namely Nursery into Reception, Year 6 into Year 7 and Year 11 into Year 12) improve.

Marketing – to take responsibility for the development and implementation of the marketing strategy for the whole school and to act as 'brand guardian'. To promote and develop the school's image and reputation amongst its key constituencies including parents, feeder schools, business and the wider community. To identify and nurture useful new partnerships within the community.

Communications – to oversee and maintain continuous dialogue and feedback with key internal and external stakeholders, ensuring that the school communicates in a consistent, professional and prompt fashion. Oversight of key literature, the school's website, Parent Portal and its social media.

Events – management of / guidance on all pupil recruitment and public relations events from open days to speech days, including social events and special occasions.

Community – to create and oversee the development of an engagement strategy with the school's alumni and parents (Friends of AWS), including implementation of networking, mentoring, events and possible fundraising.

Management and leadership

This is a crucial leadership role at AWS. The Head of Admissions & Marketing will report to the Head teacher and will be a member of the School's Strategic Leadership Team (SLT). It is expected that

the post holder will provide expert advice, guidance, support and regular briefings to colleagues on the SLT and make presentations to Cognita and external stakeholders.

The post holder will be responsible for the Marketing and Admissions Team, including briefing tasks to support delivery of the strategic marketing plan; monitoring performance; conducting regular 1-2-1s and formal Let's Talk reviews and supporting the professional development of the team.

The post holder will chair the weekly Marketing & Admissions meeting.

There will be a close working relationship with other key constituents of the School including the Business Manager and other SLT colleagues, Head of Junior School, Deputy Head Teacher, Tile House Mansion and particularly those with responsibility for other teaching and support staff as well as current and prospective parents. S/he will inspire, motivate and guide everyone who contributes to the marketing and admissions functions and will provide training and mentoring as necessary.

Planning, reporting and budget management

After consultation with the Head teacher and other key staff, the post holder will take responsibility for developing a dovetailed admissions and marketing strategy and supporting action plans detailing marketing and admissions activities designed to meet the strategic needs and objectives of the School. Based on appropriate research, these plans will set out the targets, priorities, timetable and resourcing of marketing and admissions activities. S/he will also manage and be accountable for the budgets associated with these activities and report regularly on progress to the Head teacher/s, SLT and Cognita.

Specific responsibilities – Admissions

Management

Manage the Admissions Registrars, who have responsibility for the administration of the admissions process. Work closely with the SIMS Manager to ensure the database (SIMS) meets the needs of the admissions department and to provide database training and development where appropriate

Admissions Management

- Oversee the process for all admissions enquiries – EYFS, Junior, Senior and International - ensuring the processes as a whole are timely, effective and efficient.
- Develop best practice admissions management processes and accompanying follow-up and relationship management practices for the school to ensure that all families are nurtured from enquiry through to registration and assessment
- Ensure that the taster and assessment processes are well timed, managed and a personal and positive experience for pupils and parents alike, taking every opportunity to positively influence decision making throughout the assessment and offer process
- Manage the communication of offers for UK and International pupils
- Ensure accurate forecasting of pupil numbers

Event Management

Oversee arrangements for Open Days and other visits by prospective parents, pupils and agents, such as Taster and assessment days, Induction days, working closely with the SLT (Academic) and relevant colleagues

- Manage recruitment events, including Senior School Introductory evenings, representing AWS alongside other academic colleagues where appropriate, both in the UK and overseas
- Continually review school events, offering suggestions for new ones and improvements to existing ones

Data management

- Implement and manage a system of regular forecasting of admissions figures
- Oversee the registrars' administration of the admissions database, ensuring that all information on the enquiry form and in subsequent interactions by phone, email or in person is captured and recorded to facilitate proactive admissions management
- Track, manage, analyse and report on all elements of the admissions process including enquiries, visits, registrations, assessments, new joiners and premature leavers using SIMS
- Conduct regular analysis of source of business, including a geographical analysis, to aid marketing planning

Relationship Management

With the Admissions Registrars and Marketing Managers, to be the face and voice of AWS, providing a welcoming, warm, professional and efficient point of contact between prospective families / agents and the school

- Ensure that all front of house staff and those involved with admissions and assessment, offer a consistently warm welcome and outstanding customer care, offering advice and training where necessary
- Oversee communications with prospective parents by telephone, email and letter and at school events

Compliance

- To ensure all overseas students have visas that meet UKVI entry requirements, keeping the necessary documentation
- To oversee the submission of CAS (Confirmation of Acceptance of Studies) applications for Tier 4 students via the UKBA SMS (Sponsor Management system), ensuring that applications comply with the regulations
- To ensure that the school's admissions and data management is compliant with GDPR
- To ensure that the School's admissions data is ISI compliant

Specific responsibilities – Marketing and Communications

Management

- Manage the members of the Admissions and Marketing team
- Chair the weekly Marketing & Admissions meetings with Heads of School and Business Manager

- Oversee the school's current 'advertising year' and produce termly reports to the Head teacher and Cognita School Support Centre Marketing Manager.

Recruitment

- Raise awareness of the school in its key markets to ensure sufficient enquiries of the right calibre are generated for the desired number of entrants at each entry point
- Develop community relations initiatives in order to raise the profile of the school in the area and support its strategic recruitment aims
- UK travel as required

Retention

- Develop plans for retention at key transition points through the school – Nursery to Reception, Yr 6-7, Yr 11-12

Brand Management

- Develop all elements of the AWS brand to ensure that the brand remains consistent with the values, personality and objectives of the School and that brand guidelines are implemented consistency across all marketing activity
- Make a visible impact on the branding of the school, locally and within the wider Cognita Schools Group through the development and delivery of a strategic communications plan to ensure reputation of the school is built upon and protected.

PR

- Develop the School's PR strategy across key markets ensuring the school benefits from close relationships with Editors and other key media personnel of the local, regional, national and educational press
- Oversee the Marketing team in the delivery of AWS news stories and social media posts showcasing the breadth and quality of School activities across both digital and traditional media
- Drive the communication of Cognita Wide initiatives via #CognitaWay to raise the profile of Cognita amongst the AWS Community
- Keep abreast of local, regional, national and educational press to ensure AWS is pro-active and writes appropriate articles on current issues with a view to developing an improved regional profile

Digital

- Provide content, style management and design oversight of the school website ensuring that it is pertinent to target audiences
- Oversee content on the school website to ensure it is regularly updated
- Oversee the school's social media activity, advising on the appropriate channels, messages and activity; manage the school's presence on networking / social media sites
- Development of use of video and student-led vlogs to showcase the AWS Story to the wider community
- Manage the reporting of the key digital metrics, including Google Analytics and social media statistics, to inform future marketing activity

Feeder Heads

- Develop a programme of visits and activities, supported by up to date and relevant information, to build relationships and links with existing and potential feeder schools including future school destinations
- Establish and manage a series of lectures for AWS parents featuring feeder school Head teachers / Cognita Executive to speak on a range key educational topics

Event Management

- Develop an annual events programme aimed at current parents, alumni and the wider community e.g. speech day, alumni reunions, fairs and other seasonal/social/charity events
- Project manage one off special events such as anniversary celebrations
- Build strong relationships with relevant colleagues and Friends of Akeley Wood School (FAWS) members to ensure that events are a success

Key Performance Indicators:

- This is a role with a high level of accountability and the key measures of success will be as follows:-
 - Achievement of pupil roll targets
 - Enquiry volume and quality
 - NPS – Admissions experience

Person Specification

Education and Skills:

Essential

- Graduate in Marketing or equivalent Marketing / Communications / PR / Digital experience
- Commercial awareness
- Excellent analytical skills/data literate
- Significant leadership experience
- Excellent social and presentation skills
- A good level of written and spoken English
- Strategic and tactical marketing and communication skills
- Ability to establish and maintain good professional relationships with all stakeholders pupils, parents and colleagues
- Cultivate strong relationships with colleagues within the school, to increase staff morale and support departments to achieve at the highest level
- The ability to take both a strategic overview and hands-on approach to the school's vision
- To act comfortably with the wider community, staff, pupils, parents and alumni
- Ability to adopt a flexible approach to working; willingness to work flexibly as and when the job requires
- Ability to manage multiple projects, excellent project management skills and working to tight deadlines
- Customer Relationship Management
- Creative and enthusiastic

- Organised and resourceful
- Promote a positive working environment
- Be of smart appearance
- A team builder; confident and competent, with strong management skills; one who understands the vision and executing the variety of development and advancement activities.

Desirable

- Knowledge of the education sector
- An awareness of the ethos of Akeley Wood School and the contribution this makes to the community
- Understand the statutory requirements of legislation concerning Safeguarding, including Child Protection, Equal Opportunities, Health & Safety and inclusion

Remuneration

- Competitive salary - TBD
- Contributory pension scheme
- School fee discount
- Professional Development
- 25 days holiday



Signed:

Date:

Name (Print):