



## **Job Description**

**Marketing and Registrar Assistant**  
**Full-Time 8.30am to 5.00pm Monday to Friday**  
**Term Time only plus 20 days in the holidays and Open Days**  
**Required June 2019**

**Line Manager: Marketing and Communications Director, Admissions Registrar**

### **Core Purpose of the Post**

To work directly with the Marketing and Communications Director, Admissions Registrar to provide a friendly admissions service to parents who are interested in joining the school. People skills are key. The Marketing and Registrar Assistant is often the first point of contact for people who are interested in joining the school, a friendly, welcoming approach is important to create that important 'first impression'.

### **Main Duties and Responsibilities:**

#### **Marketing**

- Responsible for the management and implementation of all digital campaigns: this role will allow the successful candidate to really drive digital marketing for the school and will suit an individual that is happy to work closely with the Marketing and Communications Director but who can also be autonomous and bring their own initiative and ideas to the role.
- Take responsibility for the social media strategy, managing the content schedule, ensuring posts are captivating and consistent with the school's tone of voice
- Manage website both content and performance
- SEO management - to ensure content is SEO friendly and optimised
- Create written content for press releases and news features on the website
- Assist with the production of communication materials (prospectus, leaflets, website information booklets, open morning publicity, etc.)
- Maintain a provision and a catalogue of good quality photographs for use in marketing materials and website
- Work with the Marketing and Communications Director on one-off campaigns.

#### **Admission Arrangements**

- Answer telephone and email enquiries and book visits to the school, log details on to our Management Information System (SIMS) and send out prospectuses
- Manage all safeguarding administration for new joiners and leavers
- Manage Nursery admissions and session bookings

- Assist in organising assessment days and taster days
- Prepare packs of information to new school entrants (induction booklets, parent information handbook, clubs booklet, etc.)
- Assist with Open Morning and Parent events, to including, production of materials, signage and the organisation of refreshments
- Be in attendance at Open Mornings
- Administer all registrations and reference requests

The post holder may also be required to undertake other duties and responsibilities commensurate with the grade and scope of the post. This job description may be subject to amendment to meet the changing needs of the school following appropriate consultation.

### Person Specification

	Essential	Desirable
<b>Qualifications</b>	Educated to at least A level or equivalent	School admissions training
<b>Knowledge/ Experience</b>	<ul style="list-style-type: none"> <li>• Outstanding computer literacy (Word and Excel essential)</li> <li>• Website and social media administration</li> <li>• Marketing /Events experience</li> </ul>	<ul style="list-style-type: none"> <li>• Use of Management Information Systems (SIMS)</li> <li>• Knowledge of the Independent School Sector</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• High level of oral and written communication</li> <li>• Excellent interpersonal skills and ability to build good relationships</li> </ul>	
<b>Attributes</b>	<ul style="list-style-type: none"> <li>• Presence and confidence</li> <li>• Good telephone manner</li> <li>• Excellent at multi-tasking</li> <li>• Good at meeting deadlines and prioritising</li> <li>• Excellent Administrator</li> <li>• Confidential</li> <li>• Positive about independent education</li> </ul>	