

**Falcons School for Girls**

**Marketing and Admissions Officer**

**Role and Responsibilities**

**Marketing**

Falcons School for Girls Marketing Manager is responsible for planning and implementing marketing activities to grow recruitment, retention and brand awareness for Peregrines Nursery and Falcons School for Girls.

Working in partnership with the Marketing Director at Head Office and Headmistress, the Marketing Officer is responsible for developing, implementing and reporting on the schools’ marketing strategy and plans.

Job responsibilities include

* Gathering market insight (through surveys, competitive analysis, market research) to guide and inform marketing strategy
* Help develop and communicate school brand and value proposition, across a variety of channels (website, print literature, adverts, events), ensuring consistency across all media; widely promoting the brand within the School, the local community and beyond.
* Increase pupil recruitment, identifying and reaching target channels (eg feeder schools and nurseries, parent networks, baby groups etc). Work with the Admissions registrars to track enquiries and recruitment.
* Help planning and promote Open Days and other events held at the School, developing links with existing and prospective parents.
* Generate pro-active content-led, press opportunities with a variety of publications, act as PR Officer, particularly with regard to events, media relations, press releases and publications.
* Grow reach and engagement through digital marketing channels, including websites, social media, PPC and Adwords campaigns.
* Research and manage advertising in local publications, physical locations etc.
* Manage the school’s social media accounts
* Develop a databank of information about the School including photographs/images which can be used in support of articles, publications, and on the website and Learning Platform.
* Have a major input into School publications i.e. prospectus, calendars, handbooks and produce the school magazine and weekly newsletters and the school websites.
* Manage and report on the schools’ marketing budget.

This is a very hands-on role, requiring excellent communication skills, excellent organization skills, ability to keep track of multiple deadlines, competency across different marketing channels with first-hand digital marketing expertise (using CMS, implementing ad words, different social media channels). Excellent copy writing skills also essential.

**Qualifications and Education Requirements**

Educated to degree level or similar, the post holder will be a professional marketing manager, ideally from within the education sector.

**Preferred Skills**

Proficiency with CMS, Google Analytics, social media monitoring, MS Office packages. Design ability (in Design) also an advantage.

**Additional Notes**

This role would suit a general marketer with up to date modern marketing skills, or a brand manager with hand on experience of multiple channels.

**Admissions**

* As the first point of contact, skilful management of the admissions process for all prospective pupils from initial enquiry to entry to the school.  A knowledgeable and professional approach is essential, offering advice and guidance
* Answering telephone calls confidently and advising prospective parents on the admissions process
* Responding promptly to internet enquiries
* Keeping detailed records on the database: tracking admissions’ statistics which are regularly evaluated to enable new strategies to be adopted
* Carrying out the admissions’ system efficiently and filing and management of applications and paperwork
* Excel and mail merging standard letters for prospective parents
* An understanding of independent schools is advantageous; and compliance with an ethical code of conduct and procedures necessary
* Confidently dealing with Heads and Registrars in other schools
* Organising show rounds and regular Open Mornings
* Sending out the results of assessments and examinations and dealing with subsequent issues with confidence and sensitivity
* Liaising closely with the Headmistress and the staff and keeping the diary up to date and everyone informed of visits and enquiries
* Collecting and acknowledging entry deposits and ensuring all deposits have been paid to the Finance Officer
* Board reports and enquiry analysis for Head Office.

***Falcons School for Girls is committed to safeguarding and promoting the welfare of children. The successful applicant will need to obtain an enhanced disclosure via the DBS and have DBS (Disclosure & Barring Service) clearance.***

*References will be taken up and will be carefully checked.*