



## **CHESHAM PREPARATORY SCHOOL JOB DESCRIPTION**

### **REGISTRAR AND DIGITAL MARKETING EXECUTIVE**

**Responsible to:** The Headmaster

**Other key relationships:**

- Bursar
- Marketing Manager
- Senior Management Team

The Registrar is responsible for recording and handling all aspects of the School's enquiries and applications for prospective pupils up to the point of enrolment and induction.

**Responsibilities and duties**

- Be the first port of call for all prospective pupils and their families for all parts of the School.
- Arrange tours for prospective parents and pupils in all parts of the School and organise taster days and assessments. Occasionally conduct tours.
- Enter full contact details for enquiries on 3Sys computer system to enable tracking and data manipulation, extensive knowledge of Excel and experience of Wordpress is desirable but not essential.
- Liaise with Heads of Year in all parts of the School to ensure that no viable leads are lost.
- Ensure timely follow-up of prospects with a call to action.
- Advise and assist parents on all aspects of admission to the School.
- Be responsible for the administration of all admissions into the School.
- Maintain the integrity of the admissions database by regularly reviewing the information and liaising with prospective parents and those on waiting lists.
- Maintain information on leavers and those who do not join the School.
- Attend all Open Days and new parents' events.
- Work with Heads of Year and the Marketing Manager to ensure accuracy and integrity of admissions information in all marketing literature, digital or otherwise.
- Maintain excellent relationships and regular contact with parents/carers.
- Write professional reports as required from time to time by the Senior Management Team (SMT) or Governors.
- Attend staff briefings and be aware of all issues arising with implications for admissions.
- Establish effective working relationships with professional colleagues and associate staff, both teaching and non-teaching.
- Undertake any further reasonable duties as directed by the Head or the Bursar.
- Assist with the maintenance and update of the website.
- Take photographs and share them on social media.
- Assist with marketing events.
- Assist with the design and development of the weekly newsletter.
- Provide business continuity and flexibility during holiday periods.

### **Professional development**

- Strive for personal and professional development through active involvement in the School's staff professional development and review scheme.
- Attend all INSET days as requested by the Head, the Deputy Head and the Bursar.
- Review, from time to time, work processes.
- Participate in arrangements for further training and professional development as a member of the marketing and admin team.

### **Discipline, health and safety**

- Maintain good order and discipline among the pupils and safeguard their health and safety, both when they are authorised to be on the school premises and when they are engaged in authorised school activities elsewhere.
- Emphasise and ensure the highest standards of safety and safe methods of working in such areas where potential hazards exist.
- Communicate to pupils that they must take a reasonable attitude to the books and equipment with which they have been provided and that they will be charged for any damage inflicted on school property.
- Be responsible for taking reasonable care of your own safety, that of pupils, visitors, temporary staff, volunteers and contractors. To co-operate with the Head, the Bursar and members of the SMT in order to enable the Governors to comply with health and safety duties, reporting any risks or defects to the Bursar.

### **General code of professional standards**

- Maintain acceptably high personal standards of appearance, behaviour and punctuality. Set a good example for all children to follow.
- Be professional at all times. Support the School. Foster and help to develop the School ethos, values and standards.
- Be aware of and adhere to school policies. Be aware of the School's mission statement and ensure that your actions are not in conflict with this.
- Demand high standards of work and behaviour and where these are not observed use encouragement and where necessary sanctions to obtain the required improvement.
- Observe the School's code of professional conduct.