



JOB DESCRIPTION: HEAD OF ADMISSIONS AND MARKETING

Witham Hall School Trust is committed to safeguarding and promoting the welfare of children and young people and expects its staff and volunteers to share this commitment. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with current and previous employers and the Disclosure and Barring Service (DBS).

- Scope & General Purpose:** The successful applicant will support the Head by effectively managing the Marketing and Admissions direction for the School, driving pupil enrolment, ensuring future, past and present families receive an exceptional experience through each stage of their relationship with Witham Hall.
- Immediately responsible to:** Headmaster
- Responsible for:** Communications Officer
- Hours of work:** Monday to Friday 8.15am to 5.15pm.
85% of Full-time, comprised of:
- School term-time only (which varies but is approximately 33 weeks a year) to include working days prior to the return of pupils (commonly known as InSeT days)
 - plus 25 days annually during School Holiday time scheduled as work requires
- There will be the requirement for a small amount of weekend work (Open days / Events) so flexibility to attend key events outside of normal working hours is required.
- Notice Period:** One full School term.
- Commencement Date:** 1st September 2024

Overview

The Head of Admissions and Marketing will play a vital role in driving pupil enrolment by effectively managing the Marketing and Admissions direction for the School.

Key Tasks

Strategy

- Focus activity on driving enquiries and seeing those enquiries through to enrolment.
- Set the strategic Marketing and Admissions direction for the School, covering admissions, brand, communications, digital marketing and research requirements. Develop and manage a detailed action plan to support this strategy.
- Maintain up to date knowledge of the market, competitors, and audiences.
- Stay up to date with new trends and developments in marketing and communications.
- To build on existing relationships and foster engagement with alumni, former staff and past parents.
- Utilise and develop the CRM database to analyse, understand and manage our markets.

Admissions

- Set, monitor and track the short and long-term strategies for marketing and communications, related to pupil recruitment.
- Analyse, forecast and report on key pupil admissions data, revising strategies and plans where appropriate.
- Organisation of all pupil admissions procedures, including admission-related events (e.g. Open Days, Taster Days, other promotional events etc.).
- Devise, oversee and review communications, PR and advertising strategy to include prints, digital and social media.
- Responsible for the admission process from the initial enquiry through to the pupil joining the School, ensuring an engaging professional experience.
- To maintain the School's Admission database, ensuring that all enquiries and prospective family interaction is recorded on the CRM database.
- Arrange visits for prospective parents and pupils with the Head and be involved in those visits and tours of the School, as required by the Head.
- Accurately record all changes to the School's roll as they are confirmed including joiners and leavers.
- Maintain communication with all prospective parents and initiate ideas for communication to develop a strong relationship.

Marketing and Communications

- Develop and oversee the implementation of an effective digital marketing strategy, including social media, advertising, etc.
- Have strategic oversight of the School's website, ensuring it is regularly maintained and updated.
- Undertake regular market and competitor research and analysis to inform planning.
- Identify new local and national markets and target marketing accordingly.
- Devise, oversee and review communications, PR and advertising strategy, to include prints, digital and social media on a local and national level.
- Update and review existing marketing material to ensure it accurately reflects the School.
- Develop, promote and protect the School's brand.

- Oversee and manage all publications and content (online and offline) including, but not limited to publications, digital content, web and social media.
- Oversee the implementation of a PR strategy to enhance the profile of the School locally and nationally.
- Planning and managing events in partnership with the Communications Officer.

Alumni Relations

- Oversee the strategic management of the alumni and external relations database.
- Oversee alumni engagement, communications and annual event(s) in conjunction with Communications Officer.

Leadership and Management

- Advise the Head, as necessary, drawing on knowledge and experience in all areas of marketing, admissions and alumni affairs.
- Management of the Communications Officer ensuring a consistent brand experience and excellent professional service.
- Report to the Board of Governors via the External Relations Governors' Committee Meeting on all areas of Admissions, Marketing and Alumni Relations.
- Manage the budget to deliver maximum value.

General

- All staff are responsible for the safeguarding of children in line with the School's *Child Protection and Safeguarding Policy* and other associated documents.

Knowledge, Skills and Experience Required

Candidates with experience working in marketing, admissions, alumni relations or development are encouraged to apply. Applications are also welcome from candidates for whom this might be a change of sector or job function.

Essential

- Degree educated, or equivalent experience, with demonstrable experience in marketing and/or customer-facing roles.
- Good project management skills and be able to see initiatives through from start to finish.
- Able to think strategically and demonstrate initiative.
- A high level of organisational and administrative competency.
- Outstanding communication and interpersonal skills that promote confidence in dealing with parents, colleagues and other key stakeholders.
- Strongly competent in the use of IT, including Microsoft Outlook, Word and Excel.
- An understanding of good data management practice and compliance e.g., GDPR.
- An effective team member, able to work flexibly and contribute positively to life in a busy, exciting and thriving school.
- A robust and resilient nature, coupled with a capability to work under pressure.
- A positive approach to learning in role and identifying personal training needs as appropriate; the School is willing to support learning as required on a mutually agreed basis.

- A full and active commitment to the welfare and safeguarding of children and young people – pastoral care has a high priority in the School and, as with all staff, the successful candidate will be highly committed to this aspect of the job.

Desirable

- Experience in school admissions.
- Database management.
- Relevant professional qualification i.e. CIM, AMCIS or IDPE.

An understanding of the Independent Schools Sector in the UK would be of benefit but is not essential; however, candidates should be supportive of independent education in general and the values and ethos of Witham Hall School specifically.

Note

This Job Description gives a basic outline of the role and does not claim to be comprehensive. All members of staff are expected to play a full role in the life of the School as may be reasonably required of their position.

Any role at the School can develop over time as appropriate. This Job Description is not contractual and therefore subject to change.