

Job description	
The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.	
Job Title:	Director of Admissions and Marketing
Hours:	30 hours per week, typically over 4 days (with flexibility for additional hours when required)
Reporting to:	Headmistress
Department Overview	The Admissions and Marketing Department is a newly created team for WGS with responsibility for Admissions and Marketing across both the Junior School (7-11) and Senior School (11-18). The post holder will provide strategic planning and leadership, will manage the admissions and marketing team and be responsible for ensuring that the strategic plan is implemented successfully.
Role Overview	<p>The post holder will provide strategic planning and leadership, will manage the admissions and marketing team and be responsible for ensuring that the strategic plan is implemented successfully. S/he will be responsible for positioning WGS as the School of choice for girls in the area and for ensuring that the following strands are brought together under one umbrella:</p> <p>Admissions – to develop and implement recruitment strategies to ensure that the school’s recruitment targets are met; to be responsible for all aspects of the school’s admissions process with a view to maximising the number of enquiries, visits, registrations and joiners, whilst ensuring that retention levels remain strong.</p> <p>Marketing – to take responsibility for the development and implementation of the marketing strategy for the whole school and to oversee and maintain continuous dialogue and feedback with key internal and external stakeholders and to act as ‘brand guardian’.</p> <p>Events – to liaise with members of the Senior Leadership Team and the Head of Year 7 in the arrangements for all pupil recruitment and public relations events from open days to Founders’ days, including social events and special occasions.</p>
Main duties and responsibilities:	<p>Management and leadership</p> <ol style="list-style-type: none"> 1. The DoAM will report to the Headmistress and will be co-opted to attend relevant SLT meetings, as appropriate. S/he will also attend whole staff meetings and other meetings (eg Heads of Department) when appropriate.

2. The DoAM will be responsible for the Marketing and Admissions Team which comprises: Admissions Officer, Marketing Officer, PR Officer and an In-house Designer. The DoAM will chair the weekly Marketing, Admissions and Development meeting and will also attend and make presentations to Governors by invitation.
3. There will be a close working relationship with other key constituents of the School including the Head of Junior School, Bursar, SLT, Development Director, Head and Assistant Head of Year 7, 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

4. To 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 all the budgets associated with these activities and report regularly on progress to the Headmistress, SLT and Governors.

Specific responsibilities – Admissions

Management

5. To line manage the Admissions Officer, who will assist on the administration of the admissions process.
6. To work closely with the Network Manager to ensure that SchoolBase meets the needs of the admissions department and to provide database training and development where appropriate.

Admissions Management

7. To oversee the process for all admissions enquiries and requests for prospectuses – Junior, Senior and Sixth Form - ensuring the processes as a whole are timely, effective, efficient and mirror best practice.
8. To 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.
9. To ensure that the assessment process is a well-managed, personal and positive experience for pupils and parents alike, taking every opportunity to positively influence decision making throughout the assessment and offer process.
10. To manage the communication of offers for Junior, Senior (internal and external) and Sixth Form pupils, sending out results where appropriate.

Event Management

11. To work closely with relevant members of the Senior Leadership Team and the Head of Year 7 on the arrangements for Open Days, Open Mornings and other visits by prospective parents and pupils such as Taster events, Assessment and interview days, and Induction day.
12. To review and manage attendance at recruitment events including Senior School Introductory evenings, representing WGS alongside other academic colleagues where appropriate.
13. To continuously review school events, alongside other members of the Senior Leadership Team, offering suggestions for new events and improvements to existing ones.

Data management

14. To implement and manage a system of regular forecasting of admissions figures.
15. To maintain the database, ensuring that all information on the enquiry form and in subsequent interactions by phone or email is captured and recorded.
16. To ensure that the status is live at all times in order to facilitate proactive admissions management, such as invitations to appropriate events, and accurate reporting.
17. To track, manage, analyse and report on all elements of the admissions process including enquiries, visits, registrations, assessments, new joiners and premature leavers using SchoolBase.
18. To conduct regular analysis of source of business, including a geographical analysis, to aid marketing planning.

Relationship Management

19. With the Admissions Officer, to provide a welcoming, warm, professional and efficient point of contact between prospective parents and the school.
20. To 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.
21. To oversee communications with prospective parents by telephone, email and letter and at school events.

Compliance

22. To ensure all overseas students have visas that meet UKBA entry requirements, keeping the necessary documentation.
23. To submit 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.
24. To ensure that the school's admissions and data management is compliant with the Data Protection Act.

Specific responsibilities – Marketing

Management

25. To line manage the Marketing Officer, PR Officer and In-house Designer, who will assist on the implementation of the marketing and communication activities.
26. To chair the weekly Marketing, Admissions and Development meeting.
27. To work closely with the Development Director to ensure joined up thinking throughout relevant processes.

Recruitment

28. To 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.
29. To develop community relations initiatives in order to raise the profile of the school in the area and support its strategic recruitment aims.

Retention

30. To meet retention targets by developing and implementing an internal marketing programme and on-going dialogue with stakeholders to monitor feedback and test ideas.

Brand management

31. To manage all elements of the WGS 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.

PR

32. In conjunction with the PR Officer, develop the School's PR strategy across key markets ensuring close relationships with Editors and other key media personnel of the local, regional, national and educational press.
33. To work with the PR Officer, ensure that the school maintains a continuous stream of newsworthy items showcasing the breadth and quality of School activities.
34. To keep abreast of local, regional, national and educational press to ensure WGS is pro-active and writes appropriate articles on current issues with a view to developing a regional / national profile.

Advertising

35. To manage and measure the school's current 'advertising year' and make recommendations for when, where and how to advertise.

Digital

36. To provide content, style management and design oversight of the school website ensuring that it is pertinent to target audiences.
37. In conjunction with the Marketing Officer, ensure the website is kept up to date and is living, breathing, dynamic reflection of WGS, regularly updated with a steady stream of news and content.
38. To develop and implement a Search Engine Optimisation programme, ensuring that WGS consistently appears in the first page for key search terms.
39. To 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.
40. To manage the reporting of the key digital metrics, including Google Analytics and social media statistics, to inform future marketing activity.

Feeder Heads

41. To work closely with the Head of Year 7, develop and maintain a feeder database both to aid segmentation and as a central vehicle for recording all feeder school activity
42. To develop, in conjunction with the Head of Year 7, 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
43. To establish and manage an efficient feedback system to and on-going communication programme with Prep and Primary Schools.

Marketing collateral

44. To manage the existing suite of publications and make recommendations for any additional/alternative publications.
45. To oversee the production of additional communication material, branded items and signage as required.
46. To manage the School's relationship with its external suppliers e.g. printers.

Person Specification			
	Essential	Desirable	Method of assessment
Qualifications	<ul style="list-style-type: none"> Educated to degree level or equivalent 	<ul style="list-style-type: none"> Recognised marketing and/or admissions qualification 	<ul style="list-style-type: none"> Production of the Applicant's original certificates
Experience	<ul style="list-style-type: none"> Significant experience of managing a marketing function in a relevant environment Copywriting and proofreading Brand ambassador Up to date CRM experience 	<ul style="list-style-type: none"> Experience of schools' marketing and admissions (or similar education environment) 'Hands-on' experience of press relations Established contacts in National Media and in trade organisations 	<ul style="list-style-type: none"> Contents of the application form. Evidence of results achieved. Interview Professional references
Skills and Knowledge	<ul style="list-style-type: none"> Knowledge and appreciation of the principles and practices of schools' marketing and admissions functions A working knowledge of digital communications & platforms A working knowledge of the principles and practices of Customer Relationship Management Experience of strategic planning and implementation at a senior level Excellent written and verbal communication skills Strong presentation skills Outstanding interpersonal skills - able to interact well with people at all levels Competence in the management and motivation of others Success working with and managing volunteers Able to establish a strong and cohesive team Creative, imaginative with a proven track record in innovation and taking the initiative / making things happen Highly literate and numerate with proven commercial acumen Significant budget management Competence in IT Database management 	<ul style="list-style-type: none"> In depth experience and appreciation of the principles and practices of schools' marketing and admissions functions Media management Website management 	<ul style="list-style-type: none"> Contents of the application form Interview Professional references

<p>Personal competencies and qualities</p>	<ul style="list-style-type: none"> • Leadership. The vision, energy, ability and drive to inspire and motivate others and to ensure that strategy is brought to life and implemented effectively • Knowledge of admissions management. In depth knowledge of admissions management or the equivalent discipline within a comparable service / hospitality industry • Knowledge of marketing. Sound knowledge of best practice in marketing together with proven ability to establish and implement a robust marketing strategy • Interpersonal skills. Outstanding 'people' skills. Demonstrable ability to listen, build rapport and communicate persuasively with people of different backgrounds. • Communication. Ability to write and speak messages that are clear, accurate, convincing and inspiring. An appreciation of how to use different media to best effect with different audiences. Ability to speak confidently in public at individual or group level. • Intelligence. Ability to take a strategic view. Fluency in presenting and defending a case, with clarity of analysis, expression and reasoned argument. • Creativity. The ability to adapt to new situations and address problems from new perspectives. • Reliability. Attention to detail, deadlines and budgets; persistence in following through multiple extended projects. Discretion when dealing with parents or sensitive information. • Engagement. An understanding of and belief in, the aims and ethos of independent education in general and WGS in particular. An understanding that the School's activities extend well beyond the School day. • IT awareness. Competence in standard office software including advanced Excel skills. A detailed understanding of databases and their use in customer relationship management. • Willingness. To attend Open Days and other School events, to play an active part in the school community, to work out of hours as and when school functions occur. 		<ul style="list-style-type: none"> • Contents of the application form • Interview • Professional references
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