**BISHOP CHALLONER SCHOOL**



**Appointment of**

**Marketing, Communications and Admissions Officer**

**Required Summer Term 2021**

Bishop Challoner School,

228 Bromley Road,

Shortlands,

Kent. BR2 0BS

Tel: 020 8460 3546

**Candidate Brief and Job Description for the**

**Marketing, Communications and Admissions Officer**

**Bishop Challoner School**

**About the School**

Bishop Challoner School, founded in 1950, is in the London Borough of Bromley. It is a

Catholic independent day school for girls and boys from 3 to 18 years and welcomes all faiths. With excellent public transport links, we attract pupils from a wide area. The total roll is approximately 300 pupils.

The school is an independent Catholic Charity governed by the Trustees and registered

with the Charity Commission. The school enjoys close links with the Catholic Archdiocese of Southwark.

We are a caring community where every person is valued and where the entire staff team work together to provide the very best that we can for the pupils. Our pupils are well motivated and eager to learn, and our parents very supportive. We also encourage extra-curricular activities and they are an important part of school life with many children taking part in additional musical or sporting clubs.

The school has received very good inspection reports from the Independent Schools

Inspectorate in 2000, 2006, 2010, 2016, 2019. We were judged outstanding in our Denominational Inspection for Catholic Schools (Feb 2020).

Here are some extracts from the ISI report;

“Pupils take an active approach to their learning outside of the classroom. Their attitudes to homework are positive, and the tasks that they are set engage and develop their learning”.

“Children in EYFS display excellent attitude to learning. They are independent learners who are keen to explore their environment. They display resilience and a willingness to work collaboratively. Junior school pupils have outstanding attitudes to learning”.

“Pupils demonstrate high levels of self-discipline; they move around the school site in a disciplined and mature manner. In lessons they engage quickly with learning activities and sustain excellent levels of concentration due to the high expectations from staff”.

“Pupils throughout the school have a highly developed spiritual understanding. In interview they expressed their appreciation of the spiritual aspects of life such as the power of prayer for others; their appreciation of the Catholicity of the school permeates every aspect of its life”.

“The culturally diverse pupil body respects each member of the community, and pupils treat each other with great kindness around the school”.

“Pupils’ personal commitment to the school and the local community is very strong, they are beacons for the school in the community”.

For more information on the school visit www.bishopchallonerschool.com but please be aware that it is presently being developed.

**Job Description**

**Job Title:** Marketing, Communications and Admissions Officer

**Reporting to:** Bursar

**Job Purpose**

Marketing, Communications, and Admissions Officer is responsible for ~~all~~ pupil and is a driving force in ensuring that Bishop Challoner maximises pupil numbers from Nursery to Sixth Form.

The aim is to promote the school providing outstanding customer service to prospective families and external stakeholders and ensuring the school operates to full capacity with the support of the office team.

This role also provides support to the School Office by answering telephone calls and assisting on the reception desk during school holidays.

Develop strategies and organise key admissions-related events to raise the profile of the school, to encourage new registrations and keep the interest of prospective parents.

**Main Duties and Responsibilities**

* Marketing and Advertising at Bishop Challoner.
* Chair the Marketing Committee meetings in school.
* Prepare an annual marketing and advertising plan and budget for expenditure.
* Implement the Marketing Plan for the school.
* Be the primary point of contact for admissions enquiries, advising parents of the Admissions Policy and the likelihood of places, providing essential customer care
* To welcome visitors, gather and share data and conduct tours, as required
* To record and manage all enquiries, expressions of interest and waiting lists
* Manage the complete admissions process for the school from initial contact to pupil entry including all written communications and distribution of relevant information to prospective parents until point of entry
* Internally market to our current parents to build upon pupil retention
* Manage the official website of Bishop Challoner School
* Prepare briefs and arrange photography for all media: website, advertising and print material
* To support Admissions and Marketing events, such as the Open Mornings and Evenings, Taster Days, Parents’ Information Evenings, Inductions, Recruitment Fairs and Exhibitions and other events and organise invitations to relevant events
* To prepare publicity materials; prospectus inserts, photographs, result statistics and university progression data
* Plan and implement advertising campaigns in media that reach relevant target markets
* Use the school’s social media channels to develop and build upon social media strategy and digital marketing
* To inform parents of offers and decline places by telephone and follow up with a letter
* Coordinate interview days in consultation with the Head’s PA and oversee scholarship assessment/auditions in consultation with the relevant departments
* To be competent (after training) in the use of the school’s information system (Brom Com) and (RS Admissions), and inputting admissions data.
* Provide advice on the Bursary procedures in consultation with the Bursary
* Provide application forms, collate and oversee payment of registration fees and deposits
* To provide a termly admissions and marketing report to the Trustees
* To attend evening social functions providing a welcoming experience to guests
* Establish an extensive network of feeder schools, contacts with parents and local schools
* Assisting with occasional invigilation of entrance examinations
* Provide literature on scholarships and key entry points to the school
* Maintain full awareness of where places are available at different points of entry
* Responsible for the Admissions Register and to ensure that it is backed up monthly and kept electronically in line with ISI regulations.
* Oversee the development of an Alumni database. This initiative is to allow for a regular contact with recent, former pupils, and to re-establish contact and involvement with past graduates of Bishop Challoner School.

**General**

* Support the School Reception and Office by answering telephone calls and assisting with day-to-day duties including support on the reception desk under the direction of the Office Manager during the holidays
* Oversee and organise refreshments for prospective families
* Ensure that any safeguarding matters are dealt with in accordance with Bishop Challoner’s safeguarding policies and procedures
* To be familiar with, and work within and in accordance with all school policies and procedures and legal and regulatory requirements, complying with Independent School Inspectorate Regulations
* To promote and uphold the Catholic ethos of the school
* To work towards and support the school vision and Strategic Leadership Team in creating a culture for learning, high standards of achievement and success
* To work within the school’s health and safety policy to ensure a safe working environment for staff, students and visitors.
* To maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with pupils, parents and colleagues.
* To undertake any other duty reasonably requested by the Head

**Person Specification**

|  |  |  |
| --- | --- | --- |
| **Qualifications/Experience/Knowledge** | **Essential** | **Desirable** |
| Experience in an Admissions or administration role | **√** |  |
| Experience of working in a school or with young people | **√** |  |
| Previous experience of working in an independent school or good knowledge and understanding of the education sector | **√** |  |
| Experience in Adobe packages (InDesign, Photoshop, etc.) |  | **√** |
| Experience with communications/CRM systems |  | **√** |
| Strong customer service | **√** |  |
| AMCIS Certificate in Admissions Management |  | **√** |
| Sales or marketing experience | **√** |  |
| **Skills and Aptitude** |  |  |
| Flexible working is required to suit the nature and demands of the school | **√** |  |
| Excellent communication and interpersonal skills, verbal and written | **√** |  |
| Ability to deal with difficult/sensitive situations in a calm and sensitive manner in person and over the telephone | **√** |  |
| Have high expectations and standards | **√** |  |
| Excellent time management skills | **√** |  |
| Ability to work under pressure and to prioritise tasks | **√** |  |
| Computer literate with sound IT skills | **√** |  |
| Strong attention and eye for detail | **√** |  |
| Highly motivated and the ability to motivate colleagues | **√** |  |
| **Personal Attributes** |  |  |
| Enthusiastic and energetic | **√** |  |
| Smart and well presented  | **√** |  |
| Professional with high standards and expectations | **√** |  |
| Ability to work independently as well as in a team | **√** |  |
| Ability to deal with confidential and sensitive information | **√** |  |
| Calm, efficient and confident | **√** |  |
| **Other** |  |  |
| A UK driving licence | **√** |  |