



JOB DESCRIPTION

Downside School

Post Title:	Director of Admissions and Marketing
Department:	Admissions and Marketing
Location:	Downside School, Stratton on the Fosse
Reports to:	The Head
Supervisory Responsibility:	Admissions and Marketing Department
Date of Issue:	December 2021

The Organisation is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Role Summary

The Director of Admissions and Marketing oversees pupil recruitment and works closely with the Head and other senior colleagues to develop and implement a robust strategy for successfully recruiting suitable pupils, in order to ensure recruitment targets are met and the ethos of the School is maintained in line with the overarching School development plan. The post-holder has responsibility 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.

The Director of Admissions and Marketing is also responsible for the development and implementation of the marketing strategy for the whole school and acts as 'brand guardian', promoting and developing the School's image and reputation amongst its key stakeholders.

Duties and Responsibilities

The following list is not exhaustive, but the post holder's principal responsibilities are:

- To be a member of the School's Senior Leadership Team.
- To define, with Senior Leadership colleagues, the ethos, and identity of the School and communicate it effectively internally and externally to a diverse stakeholder group.

- To manage the admissions and marketing budget efficiently and to best effect across the differing aspects of the role.
- Implementation of the admissions strategy and procedures from enquiry to entry, including:
 - planning, executing and attending Open Day events for prospective parents and pupils;
 - liaising with House Staff on pupil numbers, visits and guides;
 - organising and implementing all testing procedures for prospective pupils and collating and publishing results;
 - managing the Scholarship process and the Scholarship budget;
 - managing the means-tested bursary applications;
 - to liaise with the Director of Pastoral Care and Academic Leadership Group on admission criteria and allocating pupils to boarding houses, ensuring balance of boarders/day pupils;
 - preparing all joining documentation for new pupils;
 - maintaining strong and successful relationships with feeder schools and specifically liaising with Heads/Senior Staff regarding admissions for their pupils;
 - manage the Schools UKVI Tier 4 licence and overseas pupil visa applications;
 - undertake overseas travel involving visiting agents, exhibitions, recruitment fairs and meeting potential families. This can be several times a year for periods of a week or longer;
 - Managing all agent relationships including implementing and maintaining agent contracts;
 - to build, manage and maintain all entry and waiting lists;
 - to keep abreast of all matters (including legal and procedural) relating to admissions to the School.
- To develop and implement the School's strategic marketing plan including:
 - managing the School's corporate image and all marketing, communications, on and off-line, including literature related to admissions;
 - researching and developing new opportunities for marketing the School both locally and internationally;
 - representing the School at exhibitions and educational fairs both at home and overseas.
- Regularly report to the Head and Governors on projected numbers and marketing activity.
- Regularly analyse and report on admissions and marketing statistics and trends.
- Manage internal and external market research projects as required.

The following duties are ones which all staff are required to perform:

- Promote and safeguard the welfare of children and young persons for whom you are responsible and with whom you come into contact;
- Observe health and safety procedures and work safely at all times;
- To be responsible for your own continuing self-development, undertaking training as appropriate to the working environment and location, and developments in your role;
- Undertake any other duties as required by your manager in order to meet the changing needs and demands of the Organisation.
- Conduct yourself with professionalism, tact and diplomacy at all times as a representative of the Organisation.

Review

This job description is provided to assist the post holder to know their principal duties. It may be amended in consultation with the post holder without change to the level of responsibility or remuneration appropriate to the post.

PERSON SPECIFICATION

ATTRIBUTES	ESSENTIAL <i>These are qualities without which the applicant could not be appointed.</i>	DESIRABLE <i>This information could be used to differentiate applicants.</i>	HOW IDENTIFIED <i>(Application / Interview)</i>
Qualifications	Educated to Degree Level, or able to demonstrate experience in a similar role.	A recognised qualification in marketing and/or training in relation to pupil admissions	
Knowledge & Skills	<p>Excellent working knowledge of MS Office e.g. Outlook, Word, Excel, MS Teams</p> <p>Meticulous attention to detail and ability to meet deadlines under pressure</p> <p>Excellent customer service skills and ability to communicate succinctly and effectively at all levels both orally and in writing, with all key stakeholders</p> <p>Demonstrable knowledge of UK Visa and Immigration Tier 4 process</p> <p>In depth knowledge of admissions and marketing including social and digital media</p> <p>Excellent planning, organisation and time management skills</p> <p>Able to produce and implement robust strategic plans for admissions and marketing</p> <p>Ability to confidently present to groups of pupils, parents and stakeholders</p>	Knowledge of the Catholic and Benedictine culture and ethos	
Experience	<p>Experience of working in a fast paced, service driven environment</p> <p>Experience of managing a budget</p>	Experience of working in an Independent School	

	<p>Able to manage a team and provide appropriate leadership and development for the department</p> <p>Relevant experience of working in the Education Sector</p> <p>Experience of working under strict confidentiality guidelines and in line with GDPR and Data Protection Regulations</p>		
<p>Personal competencies and qualities</p>	<p>An appreciation of the Catholic Benedictine ethos and values of the School</p> <p>A high level of professionalism, resilience and personal effectiveness</p> <p>A smart, professional and mature approach</p> <p>A confident and friendly manner and able to recognise when to use tact and diplomacy</p> <p>Ability to work on own or with a team and an ability to work collaboratively with other colleagues</p> <p>Meticulous about discretion and confidentiality</p> <p>A flexible approach to duties undertaken and working hours</p> <p>Able to work well under pressure and respond to change</p> <p>Inquisitive and able to thoroughly interrogate information/data</p> <p>Dedicated to ensuring the safeguarding of children and young people</p>		

Received by (print name): _____

Signature: _____

Date: _____