

STAINES PREPARATORY SCHOOL



Marketing & Admissions Manager

MAIN PURPOSE AND SCOPE OF THE JOB

Pivotal role in bringing new children to the school by promoting our successes and open mornings in key publications, online and by developing relationships in the local community. Taking the lead in the admissions process, looking after prospective parents from first call to first day in class.

POSITION IN ORGANISATION

Reports To: Business Manager

Responsible For: None. A proportion of the School Administrator's time for administration support and tours will be available.

DUTIES AND KEY RESPONSIBILITIES

This job description is indicative of the nature and level of responsibilities associated with this post. It is not intended to be exhaustive, other tasks and responsibilities may be allocated as necessary.

ADMISSIONS

- Respond to all parental enquiries in a professional and engaging manner
- Updating the admissions database and paperwork, and adding new pupils to SIMS
- Organise and attend all Open Mornings, liaising with all relevant departments in advance, placing adverts and following up with all families who attend.
- Organise and conduct all individual tours, organising time in SLT diaries where necessary
- Liaise with staff on assessment and Getting to Know You Sessions, acting as the point of contact between teaching staff and School
- Maintain close contact with parents throughout the admissions process, ensuring they feel comfortable and supported in their decision to invest in an SPS education
- Welcome new pupils on induction sessions and the first day of the new term.
- Ensure there is a good stock of prospectus packs and other supporting material for parents

MARKETING

- Design and manage the School's Marketing Plan and Budget
- Maximise coverage and increase brand awareness
- Ensure regular, informative and effective press coverage for the School, including preparation of press releases, regular liaison with local press, and coordination of copy production for marketing supplements, etc.
- Ensure the School's entry in online and printed school directories is up-to-date and accurate
- Manage the booking of advertisements for local press and magazines and evaluate
- Assist with writing, designing and editing various School publications, obtaining material needed from the staff responsible to ensure that a complete record of activities is covered throughout the year
- Assist with the production of other publications such as the School prospectus when required
- Liaise with external printers and designers to manage the production process and ensure that material is produced on time and to a high quality

WEBSITE & ONLINE MEDIA

- Maintain, review and update the School's website with clear, engaging and accessible material targeting appropriately
- Regularly update Facebook and Twitter accounts with engaging content to promote the School to both current and prospective parents
- Effectively use and expand social media channels as a means of communication to advertise School

events

- Prepare materials for Open Days and events
- Develop and make recommendations on other aspects of the School's online marketing where appropriate and keep abreast of new digital and electronic initiatives
- Maintain and manage a photographic library for the School adhering to image guidelines for promotional use
- Develop, collate and edit creative, well-written material for a variety of media, such as the School website, newsletters, press articles and releases, and advertisements
- Work with teaching staff to promote the School highlighting exciting newsworthy stories of interest
- Photograph key events in the School's calendar and liaise with pupils and staff to gather relevant details for the website, Facebook, newsletter, press releases and other promotional material

GENERAL RESPONSIBILITIES

- Understand and follow all School policies and procedures.
- Specifically, promote and safeguard the welfare of all members of the School community by endorsing, understanding and exercising your roles and responsibilities in accordance with the Health and Safety, Fire Safety and Child Protection policies and procedures as published
- Review, record and plan your professional development and attend appropriate training and meetings.
- Telephone answering, along with other Support staff during school closure periods.
- Support Facilities Manager in Emergency situations, and willingness to complete a basic First Aid course
- Enjoy being a part of a thriving, successful and progressive Preparatory School.
- Undertake other such specific duties appropriate to your post which the Headmistress and Business Manager may reasonably assign from time to time.

PERSON SPECIFICATION

- Dynamic and ambitious individual able to drive forward the admissions and marketing of the School
- Marketing experience essential, with a relevant qualification (School experience desirable)
- Exceptional level of customer service
- Strong photography skills
- Excellent level of presentation, possessing strong social and communication skills
- Friendly and positive demeanour
- Experience of working in a busy office environment with the ability to prioritise tasks
- Excellent administrative skills, with intermediate Microsoft Word, Excel and Outlook skill level
- Self-motivated and enthusiastic with a proactive 'can do' attitude
- Discretion and confidentiality
- Ability to work in a team
- First Aid qualification, or willingness to complete one

Hours of Work

Hours of work are 37.5 hours per week, all year round.

A flexible attitude to working hours is necessary as the post holder may be required to work additional hours for events such as Open Days or music, art and drama performances to photograph and document for social media channels.

Salary

Salary is £32,000

Holiday

Holiday entitlement of 28 days per year plus bank holidays.

All Staines Prep staff have responsibility for promoting and safeguarding the welfare of children for whom they are responsible, or come into contact with and must adhere to and ensure compliance with the School's Child Protection & Safeguarding Policy at all times. If in the course of carrying out their duties a member of staff becomes aware of any actual or potential risks to the safety or welfare of children in the School they must report their concerns to the school's Designated Safeguarding Leader or to the Headmistress.