

JOB DESCRIPTION

Date

July 2018

Job title:	Marketing and Admissions Manager
Reporting to:	Head Teacher
Department/School:	Oxford House School
Scope:	UK
Checks:	

The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Child Protection Officer/Designated Safeguarding Lead or to the Head or indeed to the Regional CEO so that a referral can be made accordingly to the relevant third party services.

Working With Us

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Launched in 2004, Cognita is an extraordinary family of schools joining forces in an inspiring world of education with one common purpose: building self-belief and empowering individuals to succeed.

With some 70 schools internationally, we employ 5,000 teaching and support staff in the care and education of more than 35,000 students. Together, our schools provide a uniquely global education that goes beyond grades to develop all-round academic excellence – equipping young people with the confidence and resourcefulness that prepares them to grow, thrive and find their success in a fast-changing world. If you want to take your career further, we want to support you in achieving that goal with Cognita. www.cognita.com

Job Summary

To actively support the policies and aims of the school whilst effectively maximising pupil numbers at the school through the pro-active use of strategies for recruitment and retention.

Key Responsibilities

Marketing Planning and Communications

- Maintain a termly marketing action plan for the school to support pupil recruitment and retention
- Manage the marketing spend and ensure activities are planned within agreed budgets.
- Manage the marketing and promotional activity for the school (including local advertising and relations with the press) with approval from the Headteacher and assistance from Cognita's Marketing team
- Manage the promotion of admissions events (Open Days and Assessments) and help with the organisation in conjunction with the head teacher and Senior Staff.
- Attend Open days and parent/pupil events.
- Develop and maintain the content for the School's communication vehicles e.g. website (keep it up to date with recent news items) and, going forward be instrumental in setting up a profile for the school on Social Media.
- Develop and manage production of any marketing collateral including prospectus and flyers.
- Develop relationships with local nurseries, other schools and businesses and the community, in order to raise the profile of the school in the local area and support recruitment.
- Stakeholder relationship management – regular reporting of marketing activities and liaison with the Headteacher, Business Manager and Cognita Head Office.

Admissions Management

- Provide a welcoming and efficient point of contact between parents and the school concerning all aspects of the Admissions process.
- Handle all incoming enquiries from prospective parents (by 'phone, letter and e-mail) and schedule school visits with the relevant teaching staff.
- Conduct pre-visit briefings for the Headteacher in advance of each visit and agree any specific requirements and opportunities for each visit.
- Conduct tours of the school with visiting prospective families.
- Co-ordinate prompt post-visit follow-ups to parents to convert to the next stage of the admissions process.
- Conduct follow-up calls to parents who did not choose the School, to build a body of knowledge on where the school loses pupils to, and areas for improvement.

Data Management

- Implement and manage regular forecasting of admissions figures
- Maintain the prospective parents' SIMS database and ensure accurate data input for all stages of the process and carry out "end of academic year procedures".
- Track, manage, analyse and report on all elements of the admissions process including enquiries, visits, registrations, assessments, new joiners and premature leavers using SIMs

Administration Support

- As part of a small administration team, the Marketing and Admissions Manager will be required to carry out any day to day administration tasks as necessary to ensure the smooth running of admissions, marketing and the general administration of the school.
- Support the Headteacher and the Business Manager in personnel matters, recruitment and personnel record maintenance.

Principal Working Relationships

Internal: Headteacher and Business Manager
 School Support Marketing and Admissions teams

Person Specification

Applicants for this role should be able to demonstrate the following qualities and skills:

- Commercial awareness
- Excellent analytical skill/data literate
- Creative and enthusiastic
- Excellent written communications skills with the ability to write marketing-based communications copy and clear business documents
- Excellent interpersonal skills and the ability to interact well with parents (current and prospective), and to strongly promote the school to support recruitment and retention
- Excellent ICT skills and must be very comfortable using Microsoft Office Suite plus a schools database, together with experience of using and maintaining a Website and Social Media applications
- A methodical and efficient approach to office procedures and record-keeping
- Flexibility – as no two days are the same and the workload varies through the school year
- A sense of humour and the ability to work as part of a team, providing cover and support when and where necessary
- Ability to prioritize and use initiative
- Ability to establish and maintain good professional relationships with all pupils, parents and colleagues

Remuneration

- Competitive salary
- Contributory pension scheme
- School fee discount
- Professional development
- 28 days holiday (pro-rata'd to part time/term time)