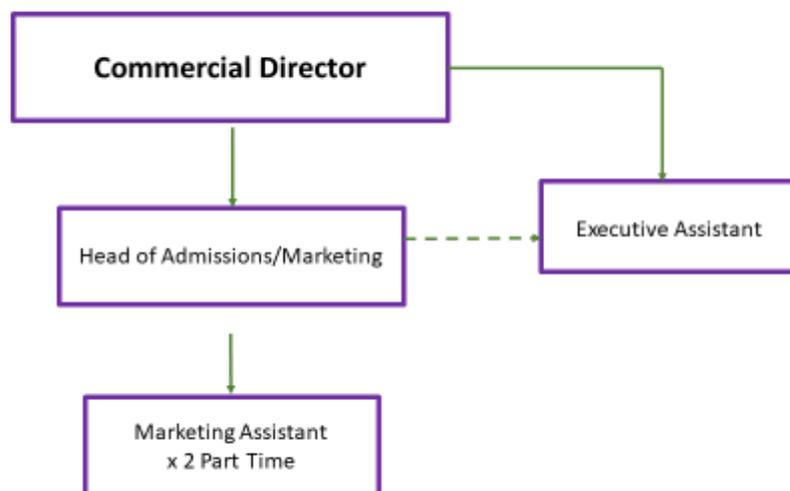


Job Description

Job title:	Head of Admissions/Marketing
Location:	Senior School
Hours:	40 hours per week (flexibility would be considered for an exceptional candidate)
Contract length:	Permanent
Salary:	£35,000 - £40,000 full-time / permanent (incl. lunches, free parking, fee discount etc.)
Responsible to:	Commercial Director

Westholme School is an independent co-educational school for ages 2 to 18 years. The school enjoys an enviable reputation of academic excellence, a rich history, a caring pastoral environment and a wide breadth of extra-curricular activity for each individual. The pupils are motivated, positive and co-operative and there is a happy, purposeful atmosphere to the school.

The staff at Westholme School form a strong and professional community of highly skilled, dedicated and enthusiastic people. The Governors and Management Team are focused on supporting the continuing development of its staff and maintain a good working environment with the necessary policies and procedures in place to support this. We recruit only the highest calibre staff, who are enthusiastic and committed. In return we aim to provide opportunities for employees to reach their own full potential for their benefit and the benefit of the school as a whole.



Purpose of the role:

The Head of Admissions/Marketing will be an integral member of the Westholme team and will have responsibility for building strong working relationships across departments within the School. He/she will have excellent interpersonal skills with the ability to interact well with parents (current and prospective) to strongly promote the school to support recruitment and retention.

The key purpose of the role of the Head of Admissions/Marketing is to develop, innovate, drive and maintain strong, positive, and value-added relationships with our various stakeholders. These group relationships are concurrently to be nurtured and developed with our Infant School, Junior School, Senior School and Sixth Form communities. Current and prospective parents (and those parents who are new to our school) need to be appropriately communicated with across all marketing segments.

Westholme is looking for a seasoned professional to fill the role of Head of Admissions/Marketing. The Head of Admissions/Marketing will be responsible for developing and executing effective marketing strategies, from campaign development through to analysing the effectiveness of each, to developing future building campaigns. The Head of Admissions/Marketing will have a high level of accountability with key measures of success being the number of new enquires generated, the number of parent visits and registrations and the flow of pupils between the individual year groups.

Admissions/Marketing Duties and Responsibilities:

Key Responsibilities

- Assist in develop marketing strategies for projects, including the School website/s and social media activities
- Create and execute innovative and appropriate marketing programmes
- Analyse data to determine efficiency of marketing strategies
- Regularly review creative marketing materials and ensure adherence to brand guidelines
- Ensure that the School's key messages are integrated into all marketing and communications pieces
- Coordinate all aspects of admissions work throughout the School
- Line manage the Marketing administrators, be responsible for ensuring that as a team you meet objectives in terms of the number and calibre of new pupils at all entry points each year
- Maintain and build internal and external stakeholder relationships ensuring regular communication is developed

Communications

- To work with the Commercial Director (CD) and the Executive Assistant to the CD to assist in the delivery of key strategic and operational annual objectives
- To produce marketing materials (printed and electronic) for a range of different audiences
- To drive and monitor the marketing aspects of the School's website and social media initiatives
- To ensure that the School utilises all the appropriate tools for social media messaging, profiling, measuring and search engine optimisation
- To use appropriate market research tools to monitor and assist in the development of the School's market positioning
- To assist in the preparation of monthly/annual reports on progress in Marketing and Communications for the Commercial Director's various reports to Governors
- To assist in the monitoring of the School's profile in the local community and to assist with the creation of local awareness of its activities and attributes
- To ensure that a positive and consistent image of the School is presented at all times, including undertaking appropriate research in key areas
- To assist in the assessment of the risks involved in data breaches, social media messaging, ICT issues relating to our stakeholders and to ensure that we have plans in place to minimise and deal with these risk areas
- To ensure that all reports, workflows and activities meet the requirements of the GDPR Data Protection Act on stakeholder engagement
- Developing and maintaining good working relationships with Heads of Departments, Year Leaders and Senior Leadership Team
- Maintaining and developing active and cordial links with other schools. This will mean attendance at educational fairs etc; this could mean weekend and evening work on occasion
- Identify (School and non-School based) feeder relationships within the local community and establish close working partnerships to generate new enquiries

Admissions Management

- Take responsibility for all admissions-related activities and events in the School: from the first point of contact with a prospective parent or an enquiry from an agent through to fully completed enrolment. This covers everything from how an enquiry is dealt with, the tone and content of our verbal and written communications with prospective parents, how we ensure that open days, parental visits, taster days and other such events are positive, enjoyable and informative experiences for all concerned. In some of these areas, the post holder will work in close conjunction with Departmental Teams.
- Take proactive approach to ensuring admissions practices and procedures are up to date and compliant with all relevant regulations; ensure annual review of policy and practice.
- Ensure all data held in relation to admissions management is up-to-date and held securely ensuring compliance with the School's GDPR policy.
- Proactively maintain regular analysis of admission statistics, trends and have the ability to build analytical reports as directed by the Commercial Director.

- Understand, embrace and communicate the Schools' ethos and approach in all communications and interaction with prospective parents and students, educational agents, and other schools.
- Conduct timely follow up calls to parents who did not choose the School to build a body of knowledge on alternative schools and areas for admissions improvement.
- Coordinate and ensure compliance with all aspects of overseas recruitment.
- Proactively coordinate forecasting of admission figures in conjunction with the Principal and the Commercial Director, ensuring that the pupil forecast is based upon the up to date admissions pipeline.
- Track, manage and analyse all elements of the admissions process including enquiries, visits, registrations, offers, starters and leavers on SIMS and produce reports for the Principal and Commercial Director.
- Proactively identify catchment areas where there is a lack of admission enquiries in order to share with the wider marketing team to ensure necessary action can be taken.

Relationship Management

- Directly report to the Commercial Director.
- Working closely with the Principal, Senior Leadership Team, Head of Departments.
- Working closely with the Executive Assistant to the Commercial Director and the Principal's PA.
- Working closely with parents (current and prospective).
- Develop relationships with local schools and businesses within the catchment area to raise the profile of the school and support recruitment.

This job description will be reviewed and amended in the light of changing professional demands. A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in post.

Person specification:

Essential

- Excellent and proven writing and communication skills
- Proficiency with Google Analytics and web analysis tools
- Excellent analytical, communication and presentation skills
- Good understanding in the use of various databases
- Understanding of community relations and development and the need for accurate and consistent information
- Ability to handle sensitive or confidential information
- Strong interpersonal skills and a good team worker
- Ability to organise and prioritise work, with accuracy and attention to detail, to meet deadlines and work effectively under pressure

Desirable

- Proven track record of marketing/admissions successes, particularly in writing pieces for different audiences
- Strong understanding of Microsoft Office and Google Suite programmes

Qualifications

- Bachelor's Degree in Marketing, Advertising or related discipline and/or 3+ years' experience in a marketing role

Westholme School is committed to safeguarding and promoting the welfare of children. Due to the nature of the role the successful candidate will have to undertake an Enhanced DBS with barred check prior to appointment (with no disclosures contained within the check). All staff must share this commitment – please refer to our Safer Recruitment and Safeguarding policies on the School's website.

Westholme School is committed to equality of opportunity in all areas of its work. All individuals will be treated in a fair and equal manner and in accordance with the law regardless of gender, marital status, race, religion, colour, age, disability or sexual orientation.