



## **YATELEY MANOR**

### **JOB DESCRIPTION: HEAD OF MARKETING AND ADMISSIONS**

<b>Job Description:</b>	Head of Marketing and Admissions
<b>Reporting to:</b>	Headmaster
<b>Key Purpose of the Role:</b>	To play a key part in the planning, preparation and execution of admissions and marketing events, to promote the school and maintain the growth and development of the school.
<b>Status of Post:</b>	Permanent appointment, subject to a probationary period of two terms during which suitability for the post will be monitored and performance will be assessed. On successful completion of the probationary period, the position is subject to one full term's notice.
<b>Hours:</b>	Full time, 0800 to 1730 Monday to Friday
<b>Author:</b>	Headmaster
<b>Date:</b>	November 2022
<b>Review:</b>	At least once each year

#### **Key Responsibilities:**

##### Strategy

- Develop, manage and oversee the school's strategic marketing plan in line with the overall school strategy and across all current and potential markets.
- Develop and implement an effective pupil recruitment strategy, including the identification of potential new markets and relationships.
- Ensure the school brand and corporate identity are used imaginatively to promote Yateley Manor effectively to current and future parents, alumni and other stakeholders.

##### Marketing

- Develop and oversee the school's social media plan.
- Develop and manage the school website including regular content creation.
- Develop and maintain an advertising campaign (digital and outdoor focus).
- Work with key publications and journalists to ensure positive coverage.
- Develop the alumni communications plan including social media, events, CRM.
- Develop effective systems for monitoring and evaluation success and ROI.
- Develop and manage M&A budget.
- Manage events (UK and internationally), such as open mornings, exhibitions, prospective parents and alumni).
- Undertake audience and parent research.
- Manage the reputation of the school and any crisis concerns.
- Report to Governors on marketing activity and pupil numbers.

## Admissions

- Run the admissions processes across the school, providing support and direction to the Admissions team to ensure that all enquiries are dealt with timely and in line with the Yateley Manor brand.
- Oversee and develop the customer admissions journey.
- Analyse, forecast and deliver pupil numbers including monitoring pupil recruitment and balances.
- Review and improve processes including software systems.
- Ensure compliance with UKVI visa applications for prospective pupils as necessary.

The duties above are neither exclusive nor exhaustive and the post holder may be required by the Headmaster to carry out other appropriate duties within the context of the job, skills and grade.

### **Measures (Key Performance Indicators):**

#### **Organisational Responsibilities**

- i. Internal events run smoothly.
- ii. All stakeholders are communicated with in a timely manner.

#### **Marketing Responsibilities**

- i. Marketing channels and campaigns are effective in growth within the school community and a highly positive reputation for Yateley Manor.

#### **Admissions Responsibilities**

- i. Growth and development within the school community.
- ii. Accurate knowledge of progress for all prospective families within the pipeline.

### **Key Interfaces:**

**Headmaster:** work with the Headmaster to provide innovative marketing campaigns to share the brand with an ever widening audience and drive numbers of prospective families.

**Senior Leadership Team:** provide updates to SLT on marketing campaigns, admission pipelines and events management.

**Teaching staff:** communicate effectively with teaching staff for the smooth transition of new children into the school.

**Families:** provide exceptional customer service to prospective families to ensure stress-free transition of children into the school.

## **Operating Environment and Context of the Role**

Yateley Manor is a non-selective, academically ambitious school that seeks to provide a broad and affirming base for its pupils. The school is a thriving IAPS Prep School which caters for children from Nursery to Year 8. The school's catchment area for day children extends to Hampshire, Berkshire and Surrey.

Yateley Manor is a school for children of all talents. We provide breadth and challenge to match each child's aptitudes and interests, offering a holistic and rigorous liberal education, which is founded on the principal of discovering and developing the skills and aptitudes of each individual.

## **Safeguarding**

Yateley Manor School complies fully with the DfE Guidance *Keeping Children Safe in Education* and is committed to safeguarding and promoting the welfare of children. The post holder is expected to share this commitment and comply with all associated internal policies and procedures.

In addition, the post holder will be responsible for ensuring the highest standards of Safeguarding are in place throughout the School and that all staff are fully trained and aligned to the School's overarching safeguarding purpose of providing a safe and supportive environment where children thrive. Safeguarding is, and must be seen to be, at the centre of all School activity.

Applicants will be required to undergo child protection screening, including checks with past employers, on-line presence and the DBS.

This job description is intended to provide guidance on the range of duties associated with the post. It is not intended to provide a full and exclusive definition of the post. It may be subject to modification and amendment from time to time and the post holder may be required to undertake additional duties, as required, by the Headmaster.

## Person Specification

Attribute	Essential Criteria	Desirable Criteria
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Proven experience of managing marketing in a relevant environment Working at senior management level Customer service or sales experience (B2C)</li> </ul>	<ul style="list-style-type: none"> <li>• Previous senior role in education admissions, marketing or PR</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Must be educated to degree level or vocational equivalent.</li> <li>• Must be committed to ongoing continued professional development.</li> </ul>	
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• An effective team leader who can command respect and drive performance</li> <li>• An empathy for independent education</li> <li>• An empathy for the ethos and values of Yateley Manor.</li> <li>• Willingness to work out of hours as and when school functions occur</li> <li>• Reliable with attention to detail and with a commitment to quality.</li> </ul>	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Understanding of the principles of marketing</li> <li>• Effective customer relationship management</li> </ul>	<ul style="list-style-type: none"> <li>• Working knowledge of databases, specifically in relation to pupil admissions</li> </ul>
<b>Skills and Abilities</b>	<ul style="list-style-type: none"> <li>• The ability to take a strategic view</li> <li>• A strong and experienced people manager - able to inspire and develop to drive performance</li> <li>• The ability to transfer knowledge and experience into a new setting</li> <li>• Tact and diplomacy</li> <li>• Strong leadership skills and team building skills</li> <li>• Budget management experience</li> <li>• High level of IT competence</li> <li>• Experience of digital marketing and the effective use of social media platforms in a communications strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant experience in an international context</li> </ul>