



Director of Marketing and Admissions

Dear Applicant,

Thank you for your interest in the role of Director of Marketing and Admissions at Edge Grove. This is a full-time position to start as soon as possible.

We seek to employ a child-centred, creative and energetic individual who will work collaboratively and proactively to celebrate and promote the excellence of Edge Grove's Mission and core Values and its pupils' remarkable progress and outcomes.

The successful candidate will have a strong sense of fun, extensive experience of working in independent schools and will enjoy engaging with prospective, current and former pupils, teaching and non-teaching staff, parents and governors. They will have excellent IT skills, be adept at auditing marketing admissions data, analysing marketing and admissions patterns and implementing strategies which will enhance the School's profile and pupil roll. They will demonstrate excellent administration skills and lead the Marketing and Admissions team. The successful candidate will demonstrate outstanding leadership, organisational and communication skills, will be able to multi-task effectively in a busy and demanding environment, have high levels of emotional intelligence and empathy and be able to work effectively with all stakeholders at all times.

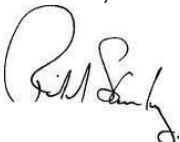
'Knowing and Growing Children' is the School's new strapline, which articulates the warmth and strength of our diverse child-centred community in which children are at the centre of our thinking. Edge Grove provides children with 48 acres of beautiful estate, heritage buildings, wonderful facilities and the educational space for children to grow and develop. Our pupils feel a strong sense of belonging and pride in our community and come from a wonderful diversity of cultures and traditions. They devise the 16 core Values of the School and live within them. They develop independence and confidence as they move up through the School and develop the ten core skills identified by the World Economic Forum as those which will future-proof them for a future life and love of learning and fulfillment. We want children to develop their own unique character and creativity in pursuit of future happiness and success and in doing so to make their prep school days the best they can be.

If the words above strike a chord and you would like to play an influential part in the School's strategic development, please read on!

The candidate specification which follows identifies the scope of the role, including the breadth of activities and personal specifications, but is not exhaustive, but, I hope that this document provides you with all of the information that you need about the role. If you have any further questions, please do not hesitate to contact me or refer to the School website at [www.edgegrove.com](http://www.edgegrove.com)

With best wishes,

Yours,



Richard Stanley

**Headmaster**

## **DIRECTOR OF MARKETING AND ADMISSIONS JOB DESCRIPTION**

**Post:** Director of Marketing and Admissions

**Responsible to:** Head

### **THE ROLE**

The Director of Marketing and Admissions plays a pivotal role in leading the development and delivery of cogent and effective communications strategy which enhances the School's reputation, presence and profile and enhances transparency and parental engagement.

In this role, you will review and reinforce the School's corporate brand image, develop and implement an integrated marketing strategy and recruit pupils into all year groups with available spaces from Nursery to Year 8.

As a member of the Senior Leadership Team, you will report directly to the Head and liaise with other departments across the School as well as being a key member of the senior team, contributing to the strategic direction of the whole School whilst playing an essential role in its ongoing success.

An exceptional communicator and administrator, you will lead the pupil admissions process from first contact to prospective parent visits and assessment, through to offer of places to the first day of admission.

You will also be responsible for regularly analysing data and market trends to inform and shape the School's pupil recruitment strategy and work with the Head to set and meet retention and recruitment goals at all transfer points.

### **THE PERSON**

The candidate should be educated to degree level and have recognised experience and/or qualifications in marketing. You will be an energetic, fun, child-centred and confident team player with strong interpersonal and team skills; you will be a strategic marketing professional with extensive stakeholder management and influencing skills, gained inside the education sector. The successful candidate will have professional experience of creative and effective brand development and a proven record of creating integrated multi-channel initiatives.

### **KEY RESPONSIBILITIES**

#### **Strategic Marketing and Development**

- Work with key stakeholders of the School to develop and implement a rolling integrated marketing strategy to increase the quality of applications and meet admissions targets;
- Devise a series of schemes to support the integrated marketing strategy, including a communications strategy that raises the profile of the School locally, nationally and internationally, liaising with other departments as required;

- Formulate and develop prospective and current parent surveys to monitor the School's admissions process, inform future marketing and admissions policies and strategies, as well as wider School plans;
- Track the performance and actions of competitors;
- Define and monitor a series of key performance indicators in respect of the efficiency and effectiveness of the School's marketing strategy and report on these directly to the School's Senior Leadership Team and to Governors;
- Manage the admissions process, in liaison with the Head, from enquiry to pupils taking their place, with a view to maintaining capacity enrolment of pupils;
- Liaise with the Head and Deputy Heads to set and monitor admissions targets, to make recommendations to reach these targets and to report findings to the School's Senior Leadership Team;
- Identify new markets, nationally and propose plans to develop such markets where appropriate;
- Ensure that the admissions data on the School's data management system is up to date, accurate and used effectively;
- Organise and attend all School open events, taster days, offer holder events, induction days and welcome evenings, to give a full flavour of Edge Grove School life as possible.
- Be the first point of contact for all media, dealing with all enquiries professionally and producing quality and timely press material, including advertisements;
- Establish, reinforce and communicate the corporate image and brand, advising on continuity of the corporate image in all publications;
- Manage the creation, development and coordination of all communications, design, advertising and social media;
- Measure the success of external communications and advertising and report back to the School's Senior Leadership Team;
- Lead the production of newsletters and social media posts to foster productive relations with pupils, parents and the local community;
- Ensure good internal communications through regular meetings and briefings with the Head, Deputy Heads and other relevant staff;
- Develop the appearance of the School's website to ensure it is appealing, up to date, accurate and relevant;
- Be responsible for the creation of appropriate marketing materials, including promotional material, professional-quality business documents and presentations;
- Attend School events and arrange marketing or public relations aspects;
- Prepare and work within departmental budgets;
- Ensure the School's admissions and marketing work is compliant with data protection legislation, including GDPR;
- Ensure the School's admissions data is ISI compliant;

### **Admissions:**

- Assist the Head with the process of decision-making: offers and waiting list places. Maintain scrupulous records of responses. Update the Head and lead on appropriate follow-up responses;
- Manage waiting list; make additional offers to ensure year groups remain full;
- Build relationships with Schools and nursery providers in relation to all admissions including transfer of pupil information;
- Liaise with staff regarding assessments, trial days and new starters and obtain feedback on the prospective pupil;

- Co-ordinate the running of all assessments including diary management, room bookings, staff resourcing, prepare documentation and materials as required;
- Communicate detailed and specific assessment information and arrangements to prospective pupils and parents;
- Liaise with the Bursar to manage joiners and leavers to the School;
- Be aware of responsibilities in relation to *Keeping Children Safe in Education*;
- Produce a weekly admissions summary report for the Head;
- Provide data for the annual census and other regulatory returns;
- Manage a professional and welcoming admissions process to ensure that all enquiries receive a positive impression of the School, from enquiry, arranging visits, assessments and interviews, to making offers and enrolling new pupils;
- Organise events, taster days, offer holder events, induction days and welcome evenings, to give as full a flavour of Edge Grove School life as possible;
- Liaise with Marketing & Communications to ensure appropriate advertising of open events and the issuing of invitations to feeder Schools;
- Communicate regularly with parents throughout the admissions process, and with accepted candidates' families;
- Speak at Open events, explaining the Admissions process to prospective families and answering their questions;
- Visit feeder primary and prep Schools to build relationships. Attend School fairs, speak at panel events as required and act as an ambassador for Edge Grove School;
- Liaise with the Deputy Head Academic to maintain the Admissions Register in line with current legislation and to prepare for School inspections.

The School reserves the right to review and change this job description according to its needs.

## **CHILD PROTECTION**

Members of staff will have unsupervised access to children. All members of staff work in accordance with the School's Child Protection and Safeguarding Policy published on the School's website. If, in the course of carrying out the duties of the post, the post holder becomes aware of any actual or potential risk to the safety and welfare of pupils, they report concerns immediately in accordance with policy.

What is set out above amounts to a statement of what may be regarded as minimum expectations, not an exclusive summary and may be amended at the reasonable discretion of the Head to meet the changing needs of the School.

## **HEALTH AND SAFETY**

The School takes its obligations under the Health and Safety at Work Act seriously and the post holder will be required to comply with all aspects of the School's Health and Safety Policies, particularly in relation to safe working practices. All staff must keep up to date with the requirements of these policies, which are regularly updated and posted on the Staff Intranet.

## **SALARY AND BENEFITS**

Edge Grove offers its staff attractive salaries and pay progression compared to the wider education sector. We reward experience and responsibility and will discuss the salary for this position with candidates at the interview.

**Other benefits include:**

- ❖ Access to a group personal pension scheme;
- ❖ Life Assurance Cover which provides death in service cover;
- ❖ Income Protection Benefit;
- ❖ Free school lunch and refreshments during term time whilst the kitchen is operating;
- ❖ Parking on site in designated areas at no cost, although all vehicles are parked at the driver's risk;
- ❖ Access to an Employee Assistance Programme;
- ❖ Cycle to Work Scheme.

## **TERMS & CONDITIONS OF EMPLOYMENT**

- ✓ All appointments are subject to an enhanced check with the Disclosure and Barring Service and at least two references from past employers, including any school employment during your career.
- ✓ All staff comply with the School's Child Protection and Safeguarding Policy.
- ✓ All staff set an example to pupils and dress appropriately at all times;
- ✓ The School operates a no smoking and no vaping policy;
- ✓ The School takes its obligations under the Health & Safety at Work Act seriously and the post holder requires all staff to comply with all aspects of the School's Health & Safety Policy, particularly in relation to safe working practices;
- ✓ All staff keep up to date with the School's current policies and posted on the staff shared drives;
- ✓ The School reserves the right, for operational reasons, to transfer you to alternative duties. For this reason, it is a condition of employment that you are willing to do so, if requested, from time to time.

## **DATA PROTECTION**

The School collects personal data during the recruitment process, which it adds to the successful candidate's employment record. The School retains application information on unsuccessful candidates for six months after the completion of the recruitment process; after this, it will securely destroy it. For further information on how we use your information and with whom we share it, please refer to the Staff Data Protection Privacy Notice available on our website.

## **RECRUITMENT & SELECTION**

Edge Grove School Trust Limited is committed to safeguarding and promoting the welfare of children and we expect all staff to share this commitment. All applicants undergo child protection screening. This post is exempt from the Rehabilitation of Offenders Act 1974. The School carries out pre-employment checks, seeks references and conducts an Enhanced DBS check and other relevant checks with statutory bodies on the successful candidate.

We comply with the Disclosure & Barring Service (DBS) code of practice and have a written policy on the recruitment of ex-offenders as part of our Recruitment, Selection and Disclosures Policy. If you are shortlisted, you will declare any relevant convictions, adult cautions or other matters which may affect your suitability to work with children. As a result of amendments to the Rehabilitation of Offenders Act 1974 (exceptions order 1975) in 2013 and 2020, some minor offences are now protected (filtered) and should not be disclosed to potential employers, and employers cannot take these offences into account. Guidance will be provided when you are invited to interview.

Please read the Recruitment, Selection and Disclosure Policy which is available on our website and should be read before making your application.



Please fully complete an application form which can be found on the About Us / Job Vacancies page on our website [www.edgegrove.com](http://www.edgegrove.com). Please email the completed form and an accompanying letter of application addressed to the Headmaster, to [hr@edgegrove.com](mailto:hr@edgegrove.com). Applications must arrive prior to the closing date and time. CVs are not accepted. Please apply as soon as possible as shortlisting/interviews will progress up until the closing date. However, should a suitable candidate be appointed, we reserve the right to close the advert early.

Please refer closely to the 'Notes for Applicants' page in the application for employment and ensure that you are aware of your responsibilities relating to the declaration of criminal convictions and cautions for a position within the School.

Please note that due to the volume of applications we receive, we are unable to provide individual feedback except to those candidates who are invited to interview.

The School is committed to being an equal opportunities employer. To enable us to make any reasonable adjustments please let us know at application stage if you have any special requirements.

To arrange an informal visit to the School or to discuss the role in confidence, please contact the Headmaster via [hr@edgegrove.com](mailto:hr@edgegrove.com) or 01923 855724.