



Ackworth School

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| Job Title | Director of Marketing, Admissions and Communications |
| Date | February 2019 |
| Department | Support Staff |
| Reports to | Head |
| Responsible for | Leading the development and implementation of the marketing strategy across all aspects of the School. |

Purpose of the Role

The Director of Marketing, Admissions and Communications is responsible for leading the development and implementation of the marketing strategy. The strategy is crucial to supporting the school's image and reputation within the local and overseas market and will drive pupil recruitment at all levels (Nursery, Prep, Senior and Sixth Form).

The post holder is responsible for leading and developing the Marketing, Admissions and Communications team and for engaging the wider School staff in the parent experience. They will also be a member of the Senior Management Team.

Central to the role is the ability to understand the needs of current and prospective parents, and to identify strategies and initiatives which enable Ackworth School to meet these needs in the short and long term.

Through the implementation of creative and customer focused multi-channel marketing campaigns, the Marketing and Communications Manager supports both parent recruitment and retention and works closely with the Schools Senior Leadership Team to deliver a highly effective customer experience which meets or exceeds parent expectations.

Departmental Information

In addition to this role, the marketing department currently comprises three other staff who work across marketing and admissions. The Business Development Manager works closely with this team and the Director of International Admissions reports to the Head.

Main tasks and responsibilities

Strategic Marketing

Develop an in-depth knowledge of market trends, developments and parent needs to inform school marketing strategies

Working with the Director of International Admissions, apply customer and market insights combined with creative thinking to define and shape the school proposition to maximise appeal and relevance within the overseas markets

Working closely with the Business Development Manager, develop the whole school marketing strategy including product development, pricing, multi-channel communications plans and parent engagement programmes to support enrolment growth across the whole school

Define effective parent engagement strategies and own the overall parent experience across all marketing and admissions touch points to include enquiries, tours, applications and enrolments.

Have an overview of old scholar engagement strategies and ensure that they receive an excellent customer experience across all marketing and communications touch points.

Marketing Execution

Present the face of Ackworth School at marketing functions and from time to time be prepared to be the face of Ackworth School at both UK and overseas recruitment events.

Manage the School's presentation in the media so that the reputation of the School is enhanced and reputational risk managed.

Implement advertising, communications and event activities to support recruitment and retention of pupils, within budget and demonstrating a return on investment

Working with the Business Development Manager, implement advertising and communications to support and drive new income streams.

Oversee the production of the termly school magazine Ackworth Today, annual magazine, Cupola and oversee the production of the Schools Annual Report and Review.

Ensure that the school website, including content and customer experience and the school's social media channels deliver effective communications and where appropriate are used to deliver cost effective digital recruitment and brand awareness campaigns. Ensure Ackworth School is present and prioritised in search results.

Brand

Develop and communicate an effective brand for the School. Ensure this is applied consistently throughout all aspects of School communications, not just those of a marketing nature.

Enhance and protect The Ackworth School 'brand', which is associated with long-term integrity and a commitment to educational excellence.

Develop and execute effective PR initiatives across digital and off-line channels which build positive brand awareness

Marketing Management

Management of the Marketing Assistant including conducting annual performance reviews.

Management of the Old Scholars Officer including conducting annual performance reviews.

Effectively manage the marketing budget to be able to produce a clear measure of return on investment. Look for ways to improve this figure, whilst not stifling growth, and ensure spend provides value for money.

Fully cost the marketing, retention and admissions plan ensuring each activity is generating value for money spent.

Relationship Management

Develop effective parent engagement programmes and regularly interact with parents to build insights and positive relationships

Develop and manage relationships with local primary schools and external providers, such as BECS Link, to support enrolment growth and community enrichment programmes.

Identify relevant community-based initiatives in which the school can play a relevant part, to support awareness / positive brand perception etc.

Work collaboratively with school colleagues ensuring that their marketing and communication needs are met in a manner which supports the Schools marketing and communications strategy, eg promoting, Parent Staff Association Events, ensuring that relevant news is communicated in a timely fashion etc.

Set agenda, chair and minute fortnightly internal strategic marketing meetings with the Senior Management Team

Prepare reports to the School Committee at least six times a year, explaining how the operational plan has delivered against the strategic objectives, comment on success or otherwise of meeting the KPIs, explain any market insight and discuss changes to the strategic plan that might be necessary in light of such insight. Reports should be written for submission to Committee but attendance at the meetings to answer questions should always be assumed.

Admissions

General oversight and day to day management of the Admissions Secretary and processes.

Carry out a regular review of the admissions process to ensure that it is fit for purpose and promotes the right image of the school. Ensure data is captured accurately and effectively and that systems are used to the best of their advantage. Ensure potential and current parents receive information in a timely manner and that this meets the agreed SLA.

Act as the gatekeeper for all School admissions. Ensure that the School is able to accommodate all pupils that are made an offer based on the individual needs. Consult with the necessary departments within School as part of the decision-making process when deciding if an offer of a place is right for both the School, pupil and parents.

Review admissions materials to ensure that they are brand compliant and provide/request the required information.

Oversee the Visa application process to ensure that we are meeting the requirements for UKVI. Provide support where delays are impacting on pupil joining dates.

Analyse the cost effectiveness and logistics of short stay pupils finding the best fit solution taking into account language capability and ease of integration.

General Compliance

Ensure that you are mindful of the School Privacy Policy when creating student records and ensure that you create and follow suitable protocols to ensure compliance with GDPR.

Ensure that at all times you are following the School's safeguarding policies and bring to the attention of the Head or Deputy Head (Pastoral) any issues which may give rise to concerns.

Be aware of general and specific ICT Health and Safety issues and implement relevant precautions and routines.

Ensure total compliance with the protocols set out in the staff handbook.

Other

Any other duties, as required regularly or occasionally, to ensure the smooth running of marketing, admissions and the school, generally and specified by the Head.

Person Specification

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| <p>Essential Experience</p> <p>Excellent strategic thinker with the ability to translate insight into strategies and plan effectively.</p> <p>Ability to work under pressure</p> <p>A track record of success in strategic marketing, admissions and communications and brand management with evidence of success and enthusiasm across a wide range of disciplines, including but not exclusively, communications, branding, customer care, photography, video direction and production, print media and PR.</p> <p>Demonstrable experience in a sales/marketing/customer service role</p> <p>Articulate and a credible ambassador, able to work effectively with a wide range of people, to lead and manage change whilst at the same time a team player willing to get involved at every level.</p> <p>Ability to deal politely with difficult and potentially unreasonable requests from customers.</p> <p>An ability to be a self-starter and work well independently as well as collegially.</p> <p>Excellent customer service skills</p> <p>Outstanding inter-personal skills.</p> <p>Willing to travel</p> <p>Excellent organisational abilities, able to deliver high-quality work to deadlines.</p> <p>High standards of integrity, accountability and reliability.</p> | <p>Desirable Experience</p> <p>Understanding of the School's Quaker ethos</p> <p>Excellent networking skills.</p> <p>Previous experience of pupil recruitment fairs.</p> <p>An empathy with the aims and values of an independent co-educational boarding and day school.</p> <p>Previous experience of working in a boarding school.</p> <p>Knowledge and awareness of the independent schools sector</p> |
| <p>Knowledge and Experience</p> <p>A creative thinker, able to bring new ideas to established processes and then influence and persuade across a varied stakeholder group.</p> | |

Proven marketing skills and experience which demonstrate excellent visual and written judgement for the development of creative marketing campaigns.

A thorough knowledge of contemporary marketing methods including an ability to utilise modern technologies to market effectively. The post holder will be highly digitally and social media literate, with experience of working across key social media channels and using website CMS.

Good knowledge of PR and branding

Comprehensive working knowledge of websites, social media, creative software apps and Microsoft packages.

The ability to build relationships quickly and to interact in a pleasant and professional manner with staff and parents

Excellent written and verbal communication skills with the ability to write high quality marketing copy

Excellent attention to detail with the ability to effectively quality control one's own work output

Ability to prioritize and use own initiative

A willingness to work flexibly as the needs of the role dictate (including weekends and evenings on occasion)

Proven Energy and creativity synonymous with a first class marketing leader.

Core Competences

See appraisal document

All employees of Ackworth School contribute to the intangibles of school life such as tone and ethos which can have a profound impact upon a student.

No job description can adequately describe all the tasks that might form part of a colleague's duties, and it should be remembered that jobs tend to evolve and change over time. Therefore, this job description will be reviewed and updated from time to time.

Ackworth School is committed to safeguarding and promoting the welfare of children and young people. All staff and volunteers are therefore expected to behave in such a way that supports this commitment.