



Job Description

Marketing and Admissions Manager

£36k to £40k subject to experience

Summary of Job Role	
<p>Support the Headmistress in delivering the specific strategic aims of the school and ensuring prospective and current parents gain the best possible admissions experience. Ensuring that pupil recruitment targets are met and a consistent brand identity and message is presented both internally and externally.</p>	
<p>Durham High School Aims:</p> <ul style="list-style-type: none"> • To create a friendly, caring community where every individual is valued • To develop the potential of every girl in all areas of her life To encourage academic excellence and a life-long love of learning 	
Accountable to:	The Headmistress
Accountabilities	<p>1. Marketing activities</p> <ol style="list-style-type: none"> a. With the Headmistress and governors, develop and implement an ambitious marketing strategy including print, newsletters, digital, social and other channels. b. Develop suitable links and contact with key educational establishments, publishers etc. c. Be the public face of the school with parents and prospective parents, the OG society and the Parent & Friends Association. d. Effectively manage the marketing budget and ensure it is spent to best effect. e. Manage the school website, ensuring it best represents the school to prospective parents and existing parents. f. Manage SchoolComms system for all communication with parents. <p>Digital marketing</p> <ol style="list-style-type: none"> g. Develop campaigns across relevant digital marketing platforms including paid social. This will require content creation i.e. developing stories, imagery and videos and editing as required, planning, uploading and publishing. h. Utilise first party data to create optimal targeting segments within campaigns. i. Plan, implement and monitor specific digital marketing campaigns to attract pupils in specific years and phases within school. j. Regular reporting on metrics and campaign achievements to inform future planning for digital campaigns.

	<p>2. Admissions process</p> <ul style="list-style-type: none"> a. Develop and implement strategic admissions plans which support school admissions targets based on market research and analysis. b. Manage the end-to-end admissions process for parents and students with appropriate use of SIMS ensuring regular communication and follow up with parents. c. Ensure all admissions procedures are conducted in accordance with school policies. d. Coordinate school visits, demonstration lessons, taster days, and all open days to engage with interested pupils and their families. e. Give tours around the school to prospective parents. f. Coordinate testing processes, bursary and scholarship applications. g. In conjunction with the Deputy Head and Heads of Department, prepare the A level and GCSE options booklets. h. Line manage the Admissions Officer and Admin Assistant Admin Assistant (Publicity) and ensure workflow is as efficient as possible. i. Provide SLT and Governors with regular metrics of the admissions pipeline against agreed targets.
	<p>3. Event planning</p> <ul style="list-style-type: none"> a. Lead and manage all internal and external recruitment events. b. Develop an annual schedule of events to promote parental engagement. c. Manage the events diary alongside the school diary to ensure events are pre-planned effectively. d. Ensure that all events are promoted appropriately to relevant audiences.
	<p>4. Contribute to the corporate life of the school</p> <ul style="list-style-type: none"> a. Uphold the school ethos and rules, taking due regard for professional standards and advice from senior staff. b. Help colleagues and provide assistance and support where required c. Attend staff meetings. d. Complete administrative tasks according to deadlines and with due regard for colleagues.
	<p>5. Foster your own professional development</p> <ul style="list-style-type: none"> a. Take part in Staff Induction, Professional Development and Annual Review, and INSET events. Undertake relevant CPD. b. Maintain an up-to-date knowledge of your subject through reading and further training. Attend staff working groups to develop good practice.

	<p>6. Partner and Stakeholder Engagement</p> <ul style="list-style-type: none"> a. Develop relationships with new and potential partners for sponsorship or partnership activity. b. Develop strong links with local employers to maximise mutually beneficial collaborations. c. Oversee outreach programme to feeder schools with the Admissions Officer to optimise pupil recruitment. d. Work with other suppliers e.g. King’s Camp for the provision of wrap around activity out of term time and promote this offer to parents.
	<p>7. Professional Conduct:</p> <p>The Marketing and Admissions Manager will be expected to promote the school at all times, acting as an advocate both in and out of school.</p>
	<p>8. Understand the importance of safeguarding</p> <p>In line with our commitment to safeguarding, all members of staff have a duty of care towards Durham High School pupils and are expected to report any such concerns to the Designated Safeguarding Lead.</p>
	<p>9. Contribute to the wider community</p> <p>Work in a manner that promotes and protects own health and safety, as well as that of other staff, pupils, and visitors.</p>
	<p>10. Terms and Conditions</p> <ul style="list-style-type: none"> - - This post is full time, 8.30 am – 4.30 pm - 25 days holidays plus bank holidays (except those in term time), with 3 additional days for Christmas. - Working outside of normal hours will be required to support several specific annual school events i.e. GCSE and A Level results days, which will be compensated. <p>Please see the candidate information pack for further details of benefits.</p>
	<p>11. Any other reasonable task requested by the Headmistress.</p>