



TOWN CLOSE SCHOOL

NORWICH'S FINEST PREP SCHOOL • FOR GIRLS & BOYS • 3-13 YEARS

Town Close aims to provide an engaging and creative learning environment that enhances children's oral, social, physical and academic development in preparation for their future lives.

ADMISSIONS AND MARKETING MANAGER Job Description

TITLE OF POST:	ADMISSIONS & MARKETING MANAGER
ACCOUNTABLE TO:	THE HEADMASTER
LIAISES WITH:	Academic, administrative and support staff, parents, external agencies
SALARY:	Commensurate with position and experience

ROLE PURPOSE:

This is an important, full-time role. The successful candidate will be responsible for the management of this small and busy department as well as the effective promotion of the School and the continuing recruitment of new pupils. During the School term, the working day will normally be from 8.00am to 4.30pm, though some flexibility will be needed depending on events and appointments. A flexible working arrangement may be in place during the School holidays, including the ability to work from home, where appropriate. S/he will be entitled to six weeks' holidays per annum to be taken during the School holidays.

A. MAIN DUTIES AND RESPONSIBILITIES

In consultation with the Headmaster, the responsibilities include:

- Developing and managing the database of prospective parents and supervising the admissions process. Ensuring enquiries are handled professionally and sympathetically and tracked through to admission.
- Providing support and a high level of care to prospective parents and families of new pupils throughout the admissions process.
- Organising and running all open days, assessment days, taster days and visits for prospective parents and pupils.
- Ownership and regular updating of the marketing and communications strategy for the School (Pre Prep and Prep Departments).
- Reporting to the Governors' Marketing Steering Committee on a quarterly basis.
- Line management and support for the Marketing & Admissions Assistant.
- Agreeing a marketing budget and reporting regularly on progress against budget and key objectives.

- Developing, the marketing plan for the School, working with colleagues and external agencies as required. This will include: research, PR, advertising, events and exhibitions, publications, prospectus and collateral. Supervising the implementation of the plan and evaluating its impact.
- Developing content for and updating the website and social media channels as required.
- Developing a databank of information about the School and images of the School.
- Monitoring the marketing activities of key local competitors and ensuring an appropriate response is reflected in the marketing and communications strategy.
- Developing relationships with local feeder schools and business sectors that can help in the admissions process.
- Managing, developing and promoting the Town Close Association.
- Supporting the Headmaster and Head of Pre-Prep Department at public-facing events and deputising for them at such events when necessary.

This is not intended as a complete list but an indication of where the main priorities lie. You may be required to take on other duties as required.

B. GENERAL RESPONSIBILITIES

- The post-holder must ensure compliance with the School's Safeguarding and Child Protection Policy at all times. The post-holder, along with all members of the School community, is responsible for promoting and safeguarding the welfare of children and young people with whom they come into contact and reporting any concerns they may have about actual or potential risks to their safety or welfare.
- It is important that all members of Town Close staff are flexible and prepared to undertake other duties as appropriate to the grade and skills of the post holder in order to maintain the efficient running of the school.
- Duties may vary between term and closure periods.
- The post-holder will need to become familiar with and use any relevant equipment and systems as required for the duties of the post including IT systems.
- The post-holder will attend relevant training to meet the requirements of the School. It is expected that the knowledge and skills acquired from attendance at such training will be shared and applied within the team as appropriate.
- The post holder is expected to personally comply with the statutory provisions of health and safety at work legislation and School policies and to always work in a safe manner and not to put themselves or others at risk.
- It is a requirement that all employees of the school maintain confidentiality of information acquired in the course of undertaking their duties here.
- The post-holder will be expected to undertake any other reasonable duties as required by the Headmaster or by the Bursar.
- The post-holder must comply with the core values of the School.

PERSON SPECIFICATION – ADMISSIONS & MARKETING MANAGER

	ESSENTIAL	DESIRABLE	Assessed From:
Qualifications	<p>G.C.S.E English or equivalent (preferably A grade)</p> <p>Educated to A' level standard or equivalent</p>	<p>European Computer Driving Licence</p> <p>Degree level</p> <p>A marketing qualification</p>	Application
Experience	<p>Experience of communicating brand and value</p> <p>Experience of the Independent School Market</p> <p>Experience of dealing with people - with a particular emphasis on excellent customer service</p> <p>Experience of managing budgets and reporting accordingly</p> <p>Experience of organising events / meetings</p> <p>Experience of writing well-crafted communications</p> <p>Experience of developing and executing marketing plans</p>	<p>Experience of strategic and tactical marketing skills</p> <p>Experience of managing websites and social media channels</p>	Application / Interview / References
Knowledge and Skills	<p>Understanding of the independent school market</p> <p>Skilled at use digital technology and commonly used applications.</p> <p>Strong written and verbal communication skills</p> <p>Strong networking skills</p> <p>Skilled in the management and analysis of data</p> <p>Excellent command of written and spoken English and grammar.</p> <p>Skilled at balancing conflicting demands</p> <p>Ability to prioritise and use initiative.</p>		Application / Interview /References

	<p>Self-motivated with the ability to create own personal deadlines and targets.</p> <p>A creative thinker able to design solutions to challenges and develop new ways of working</p>		
<p>Disposition and attributes</p>	<p>Trustworthy – able to respond to safeguarding needs of children and young people</p> <p>Responsible – able to work sensitively and responsibly with children and raise any safeguarding concerns</p> <p>Able to work effectively and conscientiously on own initiative and within a small team</p> <p>Sees tasks through to completion</p> <p>High standards of personal and professional integrity.</p> <p>Meticulous with high standards of attention to detail</p> <p>Discreet and confidential</p> <p>Flexible and adaptable</p> <p>Able to put others at their ease</p>		<p>Interview References</p>

Town Close School is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the job, including checks with past employers and an Enhanced Disclosure via the Criminal Records Bureau.

The School is an equal-opportunity employer.