



## Job Description

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**Job Title:** Marketing & Admissions Executive

**Reporting To:** Marketing Manager

**Working hours:** 9-5pm Monday to Friday

**Checks:**

The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom she/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the relevant Cognita Education Safeguarding Policy (including Child Protection Procedures) at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Child Protection Officer or to the Head or indeed to the Regional CEO so that a referral can be made accordingly to the relevant third party services."

**Working with us**

Achieving more than you believed possible – that's what constitutes a quality education. At Cognita it is what we strive for in our schools. We want it for our children, and we want it for the people who work for us. Since Cognita's launch in 2004, we've built an international network of 64 schools that serve some 30,000 pupils across seven countries in the UK, Europe, Latin America and South-East Asia.

Cognita's international network of schools and regional offices, combined with our ongoing investment in the professional development of our people, means we can offer first-class career opportunities with a global dimension. If you want to take your career further, we want to support you in achieving that goal within Cognita.

Cumnor House School is a leading pre-prep and prep school in Croydon with a first class reputation for delivering excellent standards in teaching and learning, helping children to reach their full potential and secure places at top independent senior schools. The Schools, which consists of 2 nursery sites, a Boys School and a Girls School, has over 400 pupils, aged between 2 and 13.

## **Job Summary**

Working as part of the Marketing and Admissions Team across Cumnor House School and reporting in to the Marketing Manager, this role will work alongside the Admissions & Marketing Administrator in supporting Acquisition, Conversion and Retention activities across the 4 sites. The role will be based at Cumnor House School for Boys. Travel will be required between school sites.

The core purpose of the Marketing & Admissions Executive is to actively support the Marketing Manager in executing the marketing strategy for the school. This includes, increasing enquiries to all entry points across the schools. To work on initiatives to increase brand awareness within the local community and to deliver effective communication plans that engage with parent body for increased retention.

This role requires the successful candidate to execute daily marketing activity for the school within print and digital media, manage the social media channels and related content, as well as executing all recruitment and brand awareness events for the School across the academic year.

## **Key responsibilities**

### **Marketing**

- Work with Marketing Manager on the preparation and planning of all print and digital advertising campaigns.
- Implement the marketing and promotional campaigns for the school, including digital marketing, local advertising, events and PR.
- Work with media outlets to secure advertising space in relevant educational publications.
- Ensure all printed materials, including prospectuses are timely and relevant.
- Create and collate weekly parent newsletters.
- Responsible for copywriting, editing and proofreading both online and offline content.
- Work with freelance designer in delivering dynamic and engaging marketing creative.
- Sourcing images and artwork, and commissioning photography where required.
- Keeping up-to-date and accurate records of marketing activity and spend, as directed by the Marketing Manager.

### **Event Management**

- Supporting on all recruitment and retention school events led by marketing and admissions team.
- Responsible for managing the external promotion of all recruitment and retention events. Including open mornings, transition events, retention events.
- Working with the Marketing Manager and Admissions team to administer the planning and running of the events
- Use the schools website, social media and internal communication channels to promote these events to current and prospective parents and to generate positive school brand awareness.

### **Digital Marketing**

- Create engaging content representing all school sites and promoting through our website and social channels to capture new audiences.
- Maintain and update the school website, news pages and social media platforms content; ensuring information accuracy.

- Maintain digital acquisition and retention marketing campaigns (incl. social media campaigns), in collaboration with the Marketing Manager and Cognita Digital Marketing Team.
- Maintain effective content-sharing channels between schools and the marketing team.

### **Administration**

- Day-to-day budgeting, reporting and record-keeping.
- Media scheduling and booking.
- Writing copy for adverts and press releases, and other marketing collateral.
- Building on existing and developing new relationships with media organizations.
- Attending Cognita meetings and training days, where required.

### **Person Specification**

#### **Required**

- Previous Marketing experience
- Degree in Business or Marketing
- Excellent organizational and project management skills.
- Ability to multitask and prioritize work schedules to ensure work is delivered on time and to a high quality.
- Excellent interpersonal and networking skill with a professional manner.
- Excellent content development and copywriting skills with a keen eye for detail
- Excellent creative skills and be able to develop interesting ways of presenting information.
- Knowledgeable of customer experience and the customer journey
- Ability to work calmly under pressure and within a small dynamic team.

#### **Desirable**

- Knowledge of CMS editing and running social media platforms
- Knowledge of Adobe Professional, Mail chimp, Eventbrite

The school is committed to safeguarding and promoting the welfare of its pupils and expects all staff to share this commitment. The successful applicant will be subject to an Enhanced DBS check.

**Further details and an application form may be obtained by emailing [admissions@cumnorhouse.com](mailto:admissions@cumnorhouse.com). When applying please include a covering letter outlining why you feel you are suitable for the above role.**

*Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.*