

Role Profile: Marketing & Admissions Executive

Purpose

This is a new role, created to support the 'whole school approach' to marketing and admissions at Cumnor House. It has been developed to ensure that our Marketing & Admissions Team sets the industry standard in customer care. The successful candidate will be responsible for delivering a distinctive, market leading and 'surprising and delightful' customer experience.

The post-holder will report to the Head of Marketing and Admissions and will also work closely with the School Business Manager. S/he will be the first point of contact for prospective families, ensuring that all enquiries are dealt with efficiently and with the utmost professionalism. S/he will maintain accurate data pertaining to current and prospective pupils and families across our four sites, providing accurate and timely reports on pupil enrolment, new joiners, nursery session changes and withdrawals. In addition, this post-holder will manage the delivery of the annual marketing campaign plan, organising events, marketing campaigns and delivering the social media strategy.

Through the provision of an excellent customer experience, the post-holder will play a key role in driving the number and quality of enquiries, applications and offers, effectively selling the Cumnor House proposition to prospective parents.

The job holder will report directly into Head of Marketing & Admissions.

This role will be based at Cumnor House School for Girls, but will be required to work across all sites.

Key Accountabilities (6-8 max)

Marketing Accountabilities

- Campaign management - This role will be required on a daily and weekly basis to deliver the marketing strategy for Cumnor House, working with Head of Marketing and Admissions in executing marketing campaigns for key recruitment year groups, delivering the content communication strategy to prospective and current parents, and includes all channels to market.
- Supporting the Head of Marketing and Admissions in the organisation and delivery of all physical and virtual marketing and admissions events in line with the annual admissions cycle – from transition events, information evenings and welcome functions for new families, ensuring that all relevant information is issued to prospective families.
- Digital communications - Delivering the digital experience including website management, creating in-house videos and executing the social media strategy.
- Internal communications – weekly delivery of the school newsletter 'Full House', working closely with key stakeholders in school to create engaging and relevant parent communications.
- Working closely with the Head of Marketing and Admissions to recognize and be proactive in filling any potential gaps in enrolment by flexing the comms plan to reach out to target groups.
- Influencing and championing any improvements to the customer experience not directly under the post-holder's control – e.g. facilities improvements, sites presentation, first impressions, teacher engagement etc.
- Cumnor House Brand guardian – ensuring all communications are brand consistent.
- In conjunction with the Head of Marketing and Admissions maintaining an awareness and responsibility for data protection in relation to the photography of pupils and social networking, and also the holding, storing and releasing of information from the school to third parties
- Undertaking any further duties that may be reasonably assigned by the Senior Leadership Team

Admissions Accountabilities

- Ensuring exceptional levels of customer experience for prospective parents, from enquiry to admission, this includes taking ownership of all aspects of the admissions process and delivering an exceptional customer experience.
- Managing the paperwork for the admissions process, ensuring any visa requirements are adhered to and that all application and registration forms have been completed.
- Tracking, managing, analysing and ensuring compliance on all elements of the admissions process, including enquiries, visits, registrations, offers, deposits, starters and leavers on the MIS (*Dynamics*) and SIMS databases to ensure optimum conversion rates and customer care
- Ensuring timely submission of information to the Head of Marketing and Admissions for the preparation of monthly forecasts to Cognita SSC Marketing
- Working with the Head of Marketing and Admissions to regularly monitor the feedback generated through the Voice of the Parent admissions surveys, responding to individual parent feedback where required and taking action to improve the admissions service based on customer insights
- Working with the Head of Marketing and Admissions on the preparation and submission of the annual school census return

This is a role with a high level of accountability and the key measures of success will be as follows: -

- Enquiry volumes
- Pupil growth
- Brand awareness (web visits and social media followers)
- Campaign engagement and conversion results
- Parent satisfaction with comms (surveys)

Safeguarding Responsibilities

- To comply with safeguarding policies, procedures, and code of conduct
- To demonstrate a personal commitment to safeguarding and student/colleague wellbeing
- To ensure that any safeguarding concerns or incidents are reported appropriately in line with policy
- To engage in safeguarding training when required

Person Specification

- Excellent interpersonal and communications skills, including the ability to relate well to people on all levels with sensitivity, tact, and diplomacy
- A 'people person' with an innate ability to make people feel at ease and trust in you
- A sales mentality with 'an eye on the prize'
- Able to operate with a high level of autonomy and authority
- Ability to manage multiple stakeholders and work collaboratively within a team
- First class organisational and administrative skills, with the ability to remain calm under pressure and work to tight deadlines; systematic in approach to tasks, with attention to detail
- Evidence of a proactive approach to planning and prioritising work, with the ability to use initiative appropriately
- Able to maintain a high work rate and to juggle a range of tasks and competing priorities
- Excellent ICT skills, e.g. confident and adept in use of *Microsoft* applications, e.g. *Word, Excel* and database input
- Excellent command of written and spoken English
- High levels of accuracy and attention to detail with own tasks and in overseeing the work of others
- Excellent telephone manner and ability to deal with callers and visitors in a calm and courteous way
- Good level of numeracy and the ability to work with the Head of Marketing and Admissions, and the School Business Manager, to understand, manipulate and interrogate data to understand patterns, trends and gain commercial insight

Training and Experience

- Marketing degree or experience in a marketing related role
- Prior experience of managing direct customer contact, ideally gained in a customer service or sales role
- Previous experience of working in a complex, busy and service-driven environment
- Experience in use of databases and/or customer relationship management tools
- A thorough understanding of the independent sector

Key Stakeholders:

Internal – Head Teacher, SLT, all teaching staff, Head of Marketing & Admissions, Head Office

External – Creative and Marketing agencies, Media companies

Signed: **Name (print):**

Date: