



JOB DESCRIPTION

POSITION: Head of Marketing and Admissions – Derby Grammar School

JOB OVERVIEW

Summary of role

The role of Head of Admissions & Marketing is to develop and implement a high-impact marketing strategy that will drive enquiries from both our UK and international markets and improve pupil retention.

The successful candidate will have natural business development instincts and be responsible for taking full ownership for promoting Derby Grammar School from Nursery and Prep School, through to Senior School and Sixth Form, via compelling and engaging internal and external communications. They will also work closely with the Head, and our Group Marketing team to optimise pupil recruitment, conversion and retention across all year groups.

Reports to: Head of Marketing ILG, Headteacher

Reports in:

KEY TASKS	Strategy / Planning
	<ul style="list-style-type: none"> • Based on a solid understanding of parent and student needs and behaviours, devise an integrated annual communications, PR and marketing calendar • Prepare an annual marketing budget • Evaluate and communicate the effectiveness of all marketing campaigns and recommend improvements to the team and the school's Board • Implement weekly and monthly KPI reporting • Establish a plan to encourage active participation, in marketing and communications by staff, students, alumni, and parents, by contributing articles, stories of interest and testimonials
	Tactical implementation
	<ul style="list-style-type: none"> • Support pupil recruitment through the implementation of a compelling and coordinated marketing plan • Conduct research to identify geographic areas to target and additional feeder schools to approach and incorporate the findings into the marketing plan • Develop and produce relevant, high-quality marketing materials from brief stage through to writing content, proofing and production • Take full ownership for the ongoing management and development of the school's online presence – from website to social media channels – to drive enquiries into the school • Conduct daily parent tours of the school with enthusiasm and a deep knowledge of the educational proposition, the history of the school, and its ethos • Maintain a structured CRM repository of enquiries, funnelling prospects tenaciously towards conversion
	Strengthening word of mouth
	<ul style="list-style-type: none"> • Plan and deliver a communications plan that engages parents, their wider families and friends into the life and ethos of the school across relevant online and offline methods (e.g. events, social media campaigns etc). • Support and promote relevant events in the School Calendar to drive attendance and help deliver the best possible experience for parents, prospective families and relevant local stakeholders • Develop a team of student reporters to obtain content that is topical, engaging and relevant to the school's aspirations • Act as the voice for parents and students by working with the Senior Leadership Team to help ensure that the needs of parents and students are factored into the school's strategic decision making
Alumni Development	

- Oversee the collection and management of databases related to the school's alumni
- Develop and implement an alumni communications strategy that showcases the school's alumni, provides timely alumni engagement with the school community and enables alumni members to connect and engage with each other

Person Specification		
	Essential	Desirable
Qualifications	✦	<ul style="list-style-type: none"> • A Degree in English, journalism, PR, marketing or business would be preferred • A post graduate diploma in a related field (pr, marketing or digital marketing, for example) would be advantageous
Experience	<ul style="list-style-type: none"> • A minimum of 5 years' experience in a sales, marketing, PR, hospitality, education, or journalist role. 	<ul style="list-style-type: none"> • Experience of education is not essential, but a demonstrable interest in the world of independent education is desirable.
Knowledge	<ul style="list-style-type: none"> • Proven experience of managing and accessing the performance of a range of social platforms for organic and paid advertising (Facebook, Instagram, Twitter and experience of Tik Tok would be advantageous) • Experience of Google Adwords and PPC advertising • Experience of managing websites and analytics • Experience of managing events and taking responsibility for driving attendance and ensuring an excellent attendee experience 	
Skills and Attributes	✦	<ul style="list-style-type: none"> • Exceptional interpersonal skills with the ability to build strong relationships with colleagues and effectively handle different perspectives in order to meet the school's marketing needs • Excellent written and verbal communication skills, with experience of copywriting and proof-reading • An eye for great design, photo and video opportunities • Highly creative and able to bring new ideas to the team • Able to work collaboratively, and also independently • A highly driven individual who can use their initiative, whilst maintaining attention to detail and a sense of humour • Exceptional organisational and project management skills to deliver to tight deadlines • Committed to safeguarding and promoting the welfare of children and young people

Personal Qualities	<ul style="list-style-type: none"> ✦ Be an effective team player that works collaboratively and effectively with others ✦ Excellent interpersonal skills, communicating (verbally and in-writing) effectively to a wide-range of audiences ✦ Support, motivate and inspire both colleagues and pupils by leading through example ✦ Suitability to work with children ✦ Confidence, warmth, sensitivity, reliability and enthusiasm
Equal Opportunities and Commitment	<p>Commitment to equality of opportunity for all regardless of gender, disability, religion, and ethnic origin</p> <p>Demonstrate a commitment to:</p> <ul style="list-style-type: none"> ✦ safeguarding and child protection equalities ✦ promoting the school's vision, values and ethos ✦ high quality, stimulating learning environment ✦ relating positively to and showing respect for all members of the school and wider community ✦ ongoing relevant professional self-development

I have read and understood the responsibilities for the position of Head of Marketing and Admissions. I am aware that the Job Description is subject to change accordance with the needs of the business. I accept that I am fully responsible and accountable for the nursery and will operate the nursery within the legislative parameters set by the relevant bodies.

Name:			
Signed:		Date:	

Inspired Learning Group committed to safeguarding and promoting the welfare of children & young people and expects all staff to share this commitment. Applicants must be willing to undergo child protection screening, as all new staff will be subject to enhanced DBS clearance, identity checks, qualification checks and employment checks to include an exploration of any gaps within employment, two satisfactory references and registration with the Disclosure and Barring Service (DBS).