

## Marketing and Admissions Manager

### Overview

#### Job Purpose

Reporting to the Business Manager, the Marketing and Admissions Manager plays a vital role in promoting the values, achievements, and unique character of Banstead Prep School to prospective families and the wider community. This role is responsible for driving pupil recruitment, delivering an outstanding admissions experience, and leading the school's marketing and communication strategy. In addition, the postholder will build meaningful relationships with alumni and support the ongoing development of the school's reputation and community engagement.

### Key Responsibilities

This job description indicates the range of duties involved is not intended to be all-inclusive and requires the post-holder to be flexible and show initiative. The post holder may perform other related duties as required to meet the ongoing needs of the school.

- **Marketing and Communications:** Deliver and implement a strategic marketing plan to promote the school and support pupil recruitment.
- **Admissions:** Manage the full admissions process, ensuring a welcoming and efficient journey for prospective families.
- **Brand and Reputation:** Uphold and enhance the school's brand identity across all platforms and communications.
- **Alumni:** Develop and maintain alumni engagement through events, communications, and relationship-building initiatives.

### Admissions

- Oversee and manage the end-to-end admissions process from enquiry to enrolment, ensuring a professional, warm, and welcoming experience for prospective families.
- Maintain and update admissions data on the school's management systems (isams).
- Lead, organise and manage open mornings, taster days, school tours, and assessment events.
- Develop strong relationships with prospective parents, acting as the main point of contact throughout their admissions journey.
- Monitor and report on pupil numbers, conversion rates, and pipeline data to the Headteacher, Governors and UL Head Office.
- Liaise with the Early Years team and other key staff to ensure a seamless induction process for new joiners.
- Responsible for managing the school roll including legal responsibilities to maintain and add and remove pupils

### **Marketing and Communications**

- Be a visible presence within school and the champion of marketing.
- Develop and implement a comprehensive marketing and communications strategy to raise the school's profile locally and regionally.
- Manage and maintain the school's website ensuring content is current, accurate, and engaging. Reviewing design and refreshing as required. Regularly monitor the performance of the website.
- Lead on social media strategy and content creation across relevant platforms (e.g., Facebook, Instagram).
- Create new and innovative content including video, infographics, articles and other value content.
- Produce high-quality marketing materials, including newsletters, press releases, and advertisements.
- Produce the weekly school bulletin ensuring it showcases the breadth of activities and successes.
- Coordinate school photography, video content, and branded collateral, liaising with designers and printers as required.
- Cultivate relationships with local nurseries, feeder schools, and community groups to drive interest and referrals.
- Maintain a schedule of marketing events throughout the academic year linked to local and National events.
- Alongside the Assistant Head of Early Years build and maintain relationships with feeder nurseries and schools.
- Attend group wide meetings and participate in group marketing initiatives.
- Manage a marketing budget effectively.

### **Brand and Reputation**

- Ensure brand consistency across all channels and communications.
- Monitor and respond to reviews or parent feedback on public platforms.
- Represent the school at exhibitions, conferences, and networking events where appropriate.
- Continue to build relationships with the local community.

### **Alumni Relations**

- Develop and maintain an alumni database, ensuring accurate records of former pupils and their contact details.
- Initiate and nurture relationships with alumni to build a strong, supportive school community.
- Plan and deliver alumni events, such as reunions, networking events, or school anniversary celebrations.

- Collaborate with staff to explore opportunities for alumni involvement, including guest speaking, mentoring, and fundraising.

#### Other

- Keep up to date with political and economic factors impacting independent schools.
- Keep abreast of innovative and creative marketing and admissions initiatives in the independent schools sector.
- Termly meetings with UL Marketing and Admissions networks.
- Ensure emails are checked frequently, including during holiday periods, to promptly respond to admissions inquiries and queries from new joiners. Additionally, arrange appropriate cover for admissions-related tasks when on holiday to maintain seamless communication and support.
- Keep GIAS up to date.
- Any other duties as requested by the Headteacher.

### Person Specification

#### Qualifications

5 GCSE (or equivalent) grade C/5 or above to include maths and English.	Essential
Educated to degree level; a recognised marketing qualification would be an asset.	Desirable
Evidence of professional development within marketing	Desirable

#### Experience/Knowledge

Office 365 to include Excel, TEAMS, PowerPoint, Publisher, Word.	Essential
Proven experience in a marketing, admissions, or communications role (ideally within education or a client-facing sector).	Essential
Proficiency in digital marketing, website CMS, CRM systems, and social media platforms.	Essential
Experience of managing and updating websites	Essential
Proficiency in Canva	Desirable
Experience working in a prep or independent school setting	Desirable
Familiarity with admissions platforms and educational marketing trends.	Desirable
Knowledge of the local educational landscape and independent school sector.	Desirable

#### Skills and Personal Attributes

- A genuine affinity with children and confidence in interacting with them.
- An understanding of safeguarding and its importance within a school setting.
- Warm, approachable, and personable with excellent interpersonal and customer service skills.
- A natural communicator with a confident and engaging manner, adept at promoting the school with enthusiasm and professionalism, while effectively handling challenging situations with parents to ensure positive outcomes

- Strong verbal and written communication skills, with a professional telephone manner and a clear understanding of high-quality communications.
- Discreet, trustworthy, and respectful of confidentiality, demonstrating personal and professional integrity at all times.
- Flexible, proactive, and willing to go above and beyond when required, including attending occasional evening or weekend events as a staff representative.
- A team player with a positive, energetic, and can-do attitude, who contributes actively to school life and long-term goals.
- Creative thinker with the ability to generate imaginative ideas and solutions.
- Resilient under pressure, able to prioritise effectively and manage a varied workload independently.
- Highly organised and capable of orchestrating events with precision, while maintaining a strategic focus on the bigger picture and applying strong analytical skills to drive successful outcomes.
- Strong IT skills, including proficiency in Microsoft Office, social media platforms, and a willingness to learn and support others with new systems.
- Meticulous attention to detail, especially when working under pressure or to tight deadlines.
- Experience in maintaining accurate records and data reporting, with the ability to present information clearly and concisely to senior leadership and Governors.
- Common-sense approach with the ability to assess and respond appropriately to challenging or sensitive situations.
- Knowledge of the local area and an understanding of the independent school sector is desirable.

***All appointments are subject to safer recruitment checks, including an Enhanced Disclosure and Barring Service (DBS) check. Shortlisted candidates will also be subject to an online search as part of the due diligence process.***