



## Marketing, Communications & Admissions Manager

### Job Description

**Post Summary:** The Marketing, Communications and Admissions Manager will be responsible for the smooth running of the marketing and advertising functions as directed by the Head and set out in the marketing strategy.

**Reporting to:** The Headteacher

The post holder will have the following responsibilities:

#### Marketing:

- To devise, in conjunction with the Head, a marketing strategy for the school which articulates the school's key messages and raises its profile in relevant markets
- To ensure school brochures and marketing materials are up to date and appropriate
- To research, develop and drive new opportunities and channels for marketing the school
- To prepare marketing materials for events such as Open Mornings etc.
- To monitor and maintain stocks of marketing materials and re-order as required
- To organise and Chair regular Marketing Committee meetings
- Take direction from the Head and the Marketing Committee regarding the on-going marketing of the school

#### Advertising:

- To plan and deliver an annual advertising schedule for the school
- To place advertising to promote the school's Open Mornings and to maintain a strongly visible profile of Longacre School
- To produce termly and annual summaries of advertising spend and to manage the Advertising budget
- To monitor the effectiveness of current advertising
- To lead on the production of key pieces of communication included the Longacre Times, the School Yearbook and the PawPrint magazine with assistance from the School Receptionist
- Direct, manage and produce external marketing collateral including but not limited to the school website, social media, digital marketing campaigns, flyers, magazine interviews etc
- To monitor and analyse the effectiveness of the school's social media platforms

- Undertake regular market, catchment area and competitor research and analysis to inform future plans

#### **Events Management:**

- Assist with maintaining the events calendar for the school
- Devise and oversee marketing events including Open Days, information evenings and other school events with assistance from the School Registrar and School Receptionist
- Collate and record information statistics on Open Days and recruitment

#### **Communications and Public Relations:**

- Responsibility for regular communication of on-going school news including via social media channels
- Compile and distribute the weekly school electronic newsletter (Longacre Times) via Mailchimp
- Compile and produce the annual school Yearbook (see below)
- Produce copy and photographic material for publication as required
- Develop and implement an internal retention programme for current pupils

#### **Website:**

- To manage the school website content, performance and presentation.
- To update the website on a regular and timely basis including e.g. term dates, school fees, updates to staff list, job vacancies etc.
- To track and analyse website traffic.

#### **School Yearbook:**

- Maintain agreement of format to ensure the yearbook magazine meets the needs of the school and complies with Longacre branding guidelines
- Collate all content for the school yearbook including articles, school information and photos
- Proof read text and ensure content is appropriate. Final copy must be approved by the Head
- Ensure the deadlines for the production of the magazine are met including receiving content from staff, all items are received by the printers by the required deadline and the magazine is printed and distributed to the agreed timetable

#### **Admissions:**

- Report to the Head on admissions and marketing on a frequent and timely basis, as needed to include projections of future pupil numbers
- Oversee the channels and content of communication with prospective parents to ensure their admissions journey is streamlined, welcoming and that information provided is sufficient and succinct

- Monitor and respond to key market trends in pupil recruitment.
- Analyse, forecast and report of key pupil admission data and statistics revising strategies and tactical plans where appropriate
- Oversee the production and updating of relevant materials regarding admissions with support from the School Registrar

**General:**

- Establish and maintain good relationships with printers, sign makers and other advertising suppliers and keep the contact database up to date
- Accountability for all the budgets associated with marketing, advertising and admissions activities reporting regularly on progress to the Head
- Retain membership of Admissions, Marketing and Communications in Independent Schools (AMCIS) and engage in AMCIS training and networking
- Undertake professional training and development as required
- Remain abreast of market insights and industry advancements in order that the school is at the forefront of utilising key marketing techniques.
- Carrying out any other reasonable requests of the Head

**Alumni Relations:**

- Create and maintain an alumni database
- Track pupils to graduate and professional level using the school database
- Organise and support Alumni reunions
- Assist with the design and distribution of annual Alumni newsletters

***This is not an exhaustive list and there may from time to time be other matters that will be involved in the fulfilment of this role.***

Signed: ..... Date: .....  
Marketing, Communications & Admissions Manager

Signed: ..... Date: .....  
Head