

## **Marketing Communications and Admissions Manager Person Specification**

### **QUALIFICATIONS: (Ideally will possess at least one or more of the following)**

- A recognised and relevant marketing qualification
- Membership of Admissions, Marketing and Communications in Independent Schools (AMCIS)
- Membership of a professional marketing/PR body

### **EXPERIENCE: (ideally will include many of the following)**

- Experience of working within the independent school's sector
- An understanding of the aims of independent education in general and Longacre in particular
- Proven experience in marketing and PR, and preferably admissions
- Knowledge of best practice in marketing, admissions and/or customer service
- Experience of delivering creative marketing campaigns, with attention to detail and a high level of accuracy
- Good understanding of digital marketing and familiarity with social media platforms and their effective use in a communications strategy
- Knowledge and understanding of the power of branding, image and style and how to use different media to the best effect for different audiences
- Experience of securing additional income generating activities
- Experience of working in an organisation with a diverse range of functions and multiple stakeholders
- Experience of managing a team

### **SKILLS AND ABILITIES:**

- A strategic thinker with strong analytical and project management skills
- Demonstrated ability to establish and implement a sound marketing and customer-facing strategy
- Leadership skills with demonstrable ability to build rapport and communicate persuasively
- The ability to adapt to new situations, address problems from new and different perspectives, and manage change in a thoughtful, positive and inspiring way
- Ability to meet deadlines and budgets
- Comprehensive knowledge of GDPR
- Ability to work as part of a team, both at a departmental and senior leadership level
- Analytical ability, capable of undertaking independent research into areas such as competition,



# LONGACRE SCHOOL

INDEPENDENT PREPARATORY SCHOOL FOR BOYS AND GIRLS AGE 2-11 YEARS

the market and customer needs, and to use this insight to develop strategies and approaches.

- The ability to write and verbalise key messages in a clear, convincing and inspiring manner
- Ability to work under pressure and retain a professional composure
- Excellent diplomatic communication skills both written and oral
- Good administrative and IT skills including Microsoft Excel and Word skills
- Ability to use management information systems including utilising report functions
- Ability to plan strategically
- The ability to manage a website and social media platforms
- Ability to devise and introduce new procedures and systems
- Ability to generate solutions/new ideas that deal effectively with problems
- Ability to make well-judged high-quality decisions which can be defended in front of a wider Audience

## **PERSONAL QUALITIES:**

- Demonstrates good commercial acumen with the ability to take a strategic view
- Highly motivated, maintains high standards
- Needs to be a proven motivator of staff
- Needs to be a strong team player
- Good sense of humour
- Able to organise own work and supervise the work of others
- Able to get things done correctly and on time with minimal direction
- Able to impress those around him or her with a sense of purpose and commitment to the organisation
- Keen and willing to undertake future relevant training
- A 'can do' attitude
- Attention to detail
- Highly flexible in addressing evolving and changing priorities and hours of work
- A commitment to championing the charitable aims and vision of a dynamic, caring and ambitious prep school
- Persistence in following through multiple projects over long periods

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