

## **Job Description**

### **Admissions and Marketing Administrative Assistant Full-Time 8.30am to 5.00pm Monday to Friday**

**Line Manager:** Marketing and Communications Director, Admissions Registrar

#### **Purpose**

To work directly with the Marketing and Communications Director, Admissions Registrar:

- To promote the School to internal and external stakeholders, including prospective and current parents and pupils, alumni, feeder schools, staff, and local organisations.
- Providing day-to-day support for admissions and marketing activities.
- Providing a prompt and courteous response to admissions enquiries, giving clear advice on Radnor House's admissions procedures.
- Assist and deliver, in conjunction with the Marketing and Communications Director, Admissions Registrar, all aspects of marketing, including the website, social media channels, digital advertising, public relations, school prospectus and other multi-media.

#### **Main Duties and Responsibilities**

##### **Admissions**

- Act as the first port of contact for all new parent enquiries throughout the year.
- Administer registrations for all year groups on the Management Information System (iSAMS) including requesting and tracking references and school reports.
- Assist in the audit of registrations and files.
- Archive files annually.
- Manage the enquiry pipeline, track and respond to telephone and email enquiries maintaining a detailed log (iSAMS).
- Manage all safeguarding administration for new joiners and leavers.
- Administer Open Days and Tour bookings.
- Assist in the organising and running of assessment days and taster days.
- Prepare packs of information to new school entrants (induction booklets, parent information handbook, clubs' booklet, etc.).
- Assist with Open Morning and Parent events, including, production of materials, signage and the organisation of refreshments.
- Attend all Open Days and Evenings where required.
- Support in the administration of examination days for all admissions

##### **Marketing**

- Assisting with the management and implementation of all digital campaigns:

This role will allow the successful candidate to help drive digital marketing for the school and will suit an individual that is happy to work closely with the Marketing and Communications Director but who can also be autonomous and bring their own initiative and ideas to the role.

- Assist with social media, creating and managing a social media calendar, ensuring regularity of posts.
- Taking, collating and editing photographs/videos for school marketing library
- Curating the image library.
- Creating posts that are captivating and consistent with the school's branding.
- Manage website content and performance – creating and managing a content schedule.
- Review and update the Website content on a regular basis.
- SEO management - to ensure content is SEO friendly and optimised.
- Create written content for press releases and news features/blogs on the website.
- Assist with the production of communication materials (prospectus, leaflets, website information booklets, open morning publicity, etc.).
- Maintain a provision and a catalogue of good quality photographs for use in marketing materials and website.
- Develop and manage Feeder School relationships to support enrolment enquiries.
- Identify trends and maintain admissions information in the local Independent School marketplace.
- Work with the Marketing and Communications Director on one-off campaigns.

### **Other Considerations**

Attendance will occasionally be required to support admissions and marketing events during some evenings and weekends (time off in lieu will be given for weekend working) for example:

- A minimum of Three Open Days per annum on Saturdays
- 11+ Assessment weekend in January – attendance on both Saturday and Sunday required.
- Two Sixth Form Open evenings, one in the Autumn and one in the Spring Term.
- Attendance required for ad-hoc marketing events in the evening on and off site, approximately ten in a year.
- Flexible to work late/start early where required to finish tasks to a deadline.

For the avoidance of doubt, the duties and responsibilities contained within this job description may change from time to time according to the requirements of the role and it is not intended to have contractual effect.

Agreed by:

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**Darryl Wideman**

**Head**

**Radnor House**

**Dated:**

Agreed by Jobholder:

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**Admissions & Marketing Administrative Assistant**

**Radnor House**

**Dated:**

*Radnor House is an Equal Opportunities employer, committed to safeguarding and promoting the welfare of children. Screening, including an Enhanced DBS Check, is routinely carried out on successful applicants. Our Safer Recruitment Policy can be downloaded from the "Directory of Policies" page of our website.*