

## Job Description

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

**Line Manager:** Director of Admissions and Marketing

#### **Purpose**

*To work within the Admissions and Marketing Team and reporting directly to the Director of Admissions and Marketing:*

- Providing day-to-day support for all admissions and marketing activities.
- Providing a prompt and courteous response to admissions enquiries, giving clear advice on the school's admissions procedures.
- To promote the school to internal and external stakeholders, including prospective and current parents and pupils, alumni, feeder schools, staff, and local organisations.
- Assist all aspects of marketing such as: supporting school events, editing and creating content for the website, social media channels, digital advertising, public relations, school prospectus and other multi-media.

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

##### **Admissions**

*Working within the Admissions and Marketing team to efficiently administer the admissions process for pupils from initial enquiry to entrance and to ensure a friendly and positive experience for all families.*

- Act as the first point 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.
- Routine administrative tasks such as data entry, filing, archiving and secure management of archived data.
- Manage the enquiry pipeline, track, and respond to telephone and email enquiries maintaining a detailed log.
- Completion of 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' booklets.).
- 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.
- Carrying out any other reasonable requests in line with the broad responsibilities of the role.

##### **Marketing**

*To work with the Digital Marketing, Media and Communications Officer to help drive digital marketing and communications for the school.*

- Support the implementation of all digital campaigns.
- Assist with social media ensuring regularity of posts.

- Involvement in taking, collating, and editing of photographs and videos
- Help to create website and social media content.
- Facilitate with the production of communication materials (prospectus, leaflets, website, information booklets, open morning publicity).
- Collaborate with the Digital Marketing, Media and Communications Officer on one-off campaigns.
- Support the administration and delivery of School Events (Open Days, Taster Days, Social Evenings etc).

### Other Considerations

*Attendance will 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 but not limited to:*

- A minimum of Three Open Days per annum on Saturdays
- 11+ Assessment weekend in December and 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.

### Person Specification

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or with equivalent experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Independent Schools Admissions experience</li> </ul>
<b>Knowledge/ Experience</b>	<ul style="list-style-type: none"> <li>• Outstanding computer literacy.</li> <li>• Proficient in use of MS Office and databases.</li> <li>• Email Administration.</li> <li>• Proven administrative skills.</li> <li>• Knowledge of Social Media Platforms – Instagram, Facebook, Twitter.</li> <li>• Minimum of two years' experience of working in a consumer or service environment, preferably within a customer focused and administrative role.</li> </ul>	<ul style="list-style-type: none"> <li>• Use of an Admissions Management Information Systems (such as iSAMS).</li> <li>• Marketing and Events experience.</li> <li>• Website and social media administration across all key platforms.</li> <li>• Knowledge of the Independent School Sector.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Excellent verbal and written communication and presentation skills.</li> <li>• Excellent interpersonal skills and communication skills with the ability to build rapport and liaise persuasively with all stakeholders; Academic, Support staff, parents, pupils, and prospective families.</li> <li>• Ability to work under pressure, plan and prioritise workload to meet deadlines.</li> <li>• Acute attention to detail with an optimistic, and driven attitude.</li> <li>• Exceptional command of the English Language with the ability to create content and proofread copy for grammatical and content correction.</li> </ul>	<ul style="list-style-type: none"> <li>• Photography and Videography skills to help in the recording of School activities for marketing purposes.</li> <li>• Photoshop, InDesign and or Premiere Pro for editing of video and photographs.</li> <li>• Use of Canva to create media and publications.</li> <li>• Experience of Mailchimp</li> </ul>

	<ul style="list-style-type: none"> <li>• First class organisation and administrative skills.</li> <li>• Enthusiastic with a good sense of humour.</li> <li>• A clear understanding of customer service with an enthusiastic, professional, helpful, and friendly approach.</li> <li>• Enjoys working with children.</li> </ul>	
<b>Attributes</b>	<ul style="list-style-type: none"> <li>• The ability to listen and engage with people in person, by email and on the phone with warmth and discretion.</li> <li>• Happy to work as part of a small team, taking initiative and sharing workload with colleagues as the situation demand.</li> <li>• Calm under pressure.</li> <li>• Strictly Confidential.</li> <li>• Willingness to work flexibly within the needs of the role, including occasional weekend and evening work.</li> <li>• Self-motivated with the ability to take initiative and a 'can do' attitude.</li> <li>• Understanding and supportive of the aims and ethos of co-educational independent education.</li> </ul>	

*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.*