

Head of Marketing and Admissions

Reports to: Principal – British School of Ljubljana

Post: Full time position

This is an exciting opportunity for an experienced marketer who is a self-motivated, has excellent communication and relationship building skills and who leads by example. The role works with multiple key stakeholders to develop and deliver the marketing and admissions strategy for the British School of Ljubljana.

The Head of Marketing and Admissions is responsible for achieving the school's admissions targets by providing strategic marketing and sales leadership to develop and implement commercially viable business plans and marketing/recruitment activities. They are also responsible for the effective management of the marketing and admissions function setting and monitoring key performance indicators relating to the management of both enquiries and admissions.

Marketing

Develop and execute the marketing plan to ensure delivery of all KPI's. Responsibilities include:

- 1) Ensure all plans have key stakeholder buy-in and that they meet the business objectives
- 2) Ensure there is a consistent brand message (Vision, Mission and USP's) across all marketing communications and that this is consistent with the Orbital group
- 3) Ensure the website is the key 'shop window' for the school and is constantly updated with news, events and value-added information
- 4) Ensure the right mix of marketing channels to drive both quality enquiries for admissions as well as ongoing parental engagement via constant evaluation of results.
- 5) Track and deliver reporting on all activity including budget spend, consistently evaluating performance with the admissions officers, adjusting activity accordingly to ensure enquiries deliver the right quality of lead.
- 6) Manage the lead pipeline to ensure high quality leads and their successful conversion through the pipeline to deliver new starters.

Admissions

Management of the admissions function and personal to ensure that both the people and the processes are optimal to drive enrolments and meet targets including:

- 1) Manage and track admissions targets by overseeing all reporting, attending the appropriate pipeline meetings and plan and execute corrective action to keep plans on track.
- 2) Provide leadership and development to the Admissions officer to ensure continuous improvement from visits to enrolments.
- 3) Oversee the management of the admissions process and ensure that all standard operating procedures are being adhered to and delivered to the highest standard.
- 4) Review and assess admissions reporting with the aim of adapting plans and processes to ensure that the school is always on target.

Retention

Lead the marketing and admissions approach to increase retention via parental engagement.

- 1) Ensure that the marketing plan focuses on key activities to drive active parental engagement at both schools.
- 2) Run regular 'themed' parental focus groups to develop strong relationships and ensure that they have a 'voice' in key areas.

- 3) Ensure that all competitor schools are 'mystery shopped' and information on them is kept up to date with any developments that may offer which could have an impact on the school.
- 4) Drive the objectives and format of the PTA with other key members of staff.
- 5) Play a key part in the annual parent survey in ensuring the output is communicated effectively to parents via the appropriate channels

Relationships

Develop strong relationships with all internal and external stakeholders and be a brand ambassador for the school.

Internally

- 1) Set up a clear structure for updating Head Office and the Principal on plans and activities that have influenced results.
- 2) Set up a structure for meeting with the Senior Leadership Team (SLT) to keep them updated on activities, open days, tours and results.
- 3) Take responsibility for key updates and reports for Head Office.

Externally

- 1) Developing long term relationships with parents to ensure that we have an open communication channel with them
- 2) Deliver a parental engagement programme to nurture parents' involvement at the school
- 3) Developing strong partnerships with embassies and key businesses to drive high quality enquiries

Other responsibilities

1. To support and motivate the team around them
2. To manage effective personal and professional development for self and any team members
3. To ensure that statutory responsibilities and company policies are upheld with regards to health and safety, equal opportunities; data protection and other relevant legislation, policies and procedures;
4. To fulfill tasks that may be required from time to time by the Principals or delegated representative;
5. To be flexible and willing to work outside of core working hours to fulfill the requirements of the role;
6. To promote and adhere to the company vision and values.

Job related skills, knowledge and experience

Person Specification

E= essential

D= desirable

Qualifications/Training	
<ul style="list-style-type: none"> • Must be educated to degree level or vocational equivalent • Must be committed to ongoing CPD 	E E
Knowledge	
<ul style="list-style-type: none"> • Knowledge and understanding of the English National Curriculum and assessment methods • Commercial marketing strategies and use of marketing channels 	D E
Experience	
<ul style="list-style-type: none"> • Experience in developing and delivering, multi-channel marketing plans to meet business objectives • Experience in managing the lead process to maximise conversion at each stage of the lead funnel • A strong understanding of brand management and positioning – including delivering consistent messages across multi channels • Experience across the full marketing mix including digital • Previous senior role in education admissions, marketing or PR • Experience in an international setting • Experience in influencing senior internal and external stakeholders • Customer service or sales experience (B2C) • Experience in using data to drive business decision making • Experience and capability in crafting and delivering key messages through a variety of communication channels • Experience in influencing senior internal and external stakeholders 	E E E E D E E E E E E
Skills	
<ul style="list-style-type: none"> • Fluent English speaker • Organised and reliable with proven ability to meet deadlines • A strong and experienced people manager – able to inspire and develop to drive performance • Team management experience and the ability to unite and inspire those around him/her • An effective communicator (written and verbal) to a variety of audiences • High level of ICT competency • Familiarity with management information systems, websites and social media • Confident in identifying trends and market changes 	E E E E E E E E
Personal Attributes	
<ul style="list-style-type: none"> • An effective team leader who can command respect and drive performance • Able to command respect of students, colleagues and parents • Organised with proven ability to meet deadlines • Reliable with an attention to detail and a commitment to quality • Customer focused – understanding how to target and engage with the consumer 	E E E E E

Please note:

The above job description and person specification is only a guide to the duties, professional responsibilities and core competencies pertaining to this job, as these may change from time to time.

All school staff must hold a current Enhanced Criminal Records Bureau Disclosure or equivalent for countries lived in outside of the UK, obtained by the school

Work related circumstances

There will be occasions when attending events outside standard school-working hours will be required.