

Role Profile			
Role	Head of Marketing and Admissions	School	
Line Management		Reporting To	
Internal and External Interactions	Principals, Orbital Education head office, school staff, parents, prospective parents, visitors to the school, outside agency providers, wider community.	Hours	
Role Purpose			
To develop, and lead the execution of, the school's Marketing and Admissions strategy in order to meet the pupil roll targets ensuring that excellent levels of customer service are delivered to prospective and existing parents.			
i) Key Accountabilities – All Roles			
<p>Key Activities</p> <ul style="list-style-type: none"> Develop the school's marketing strategy, positioning versus the competition and USPs to successfully attract new families to join the school. Lead the admissions process ensuring that a whole school culture of customer service is developed. Build effective partnerships with the school's Principal and leadership team and the Orbital Education teams at head office and across the group's network. <p>Admissions</p> <ul style="list-style-type: none"> Lead the admissions processes for the school ensuring prospective families enjoy high standards of customer service throughout the process. Communicate strengths and areas for development within the admissions journey and processes to Head Office Marketing and Admissions team. Regularly review and report on actions for improvement, providing evidence and measures to indicate results. Liaise with senior leaders to ensure that Open Days and School Tours are highly effective in converting potential families. Ensure local regulations are fully complied with and that the school is kept up to date with any potential or actual changes to requirements. Ensure that reported pupil roll and admissions numbers are accurate and that forecasts are updated as required throughout the year. <p>Marketing</p> <ul style="list-style-type: none"> Develop marketing plans, publicity and external communications, including website, signage and social media to enhance the school's reputation. Marketing strategy <ul style="list-style-type: none"> Prepare and align the annual marketing plan with the Group Director of Marketing & Admissions. Develop and execute a monthly activity calendar in line with the approved plan. Marketing Budget <ul style="list-style-type: none"> Prepare the annual marketing budget in conjunction with Executive Principal and Group Director of Marketing & Admissions. 			

- Execute the Marketing Plan managing the Website, Digital Marketing & Social Media, Advertising and Press :
 - Increase traffic to the website and review traffic data to improve customer journey.
 - Ensure that the website is regularly updated to improve SEO effectiveness.
 - Develop a content strategy to increase engagement on core social media platforms
 - Develop all school collateral including Prospectus, Parent Guide, Year Book, etc.
 - Develop relationships with the media to ensure that the school is well represented.
 - Manage and publish the School Newsletter.

Relationships

- Build strong relationships with all internal and external stakeholders and be a brand ambassador for the school.
- Build parent engagement with the school to increase positive word of mouth messages in the community.
- Identify and develop partnerships with key employers and embassies to drive admissions to the school.

People Development

- Recruit, develop and retain a high performing team.
- Ensure objectives are well understood and evaluated throughout the year.
- Identify training needs and work across the group to find an appropriate solution.
- Collaborate at a group level with other school’s Head of Marketing and Admissions to share ideas and support a culture of continuous improvement.

The post holder is expected to actively contribute towards the school and involve themselves in the life of the school at all levels. This includes, although is not limited to, attending school functions and events which may be held outside of the standard working hours

The post holder is also expected to carry out any other duties as reasonably requested or required by the Principal or Group Director of Marketing and Admissions.

Person Specification

Skills, Knowledge, and Experience

Skills, knowledge, and experience (qualifications):

Essential

- Bachelor’s Degree in Marketing or Communications
- At least 5 years’ marketing experience including developing a marketing strategy and budget
- Good knowledge and experience of digital marketing
- Strong communication skills – written and verbal
- Excellent relationship building skills
- A strong customer service ethos
- Good organisational skills and the ability to prioritise and manage tasks

Desirable

- Customer service sales experience



- Experience gained in a service focused industry
- Knowledge of the international school market

Competencies

- **Results Orientated:** Ensures all activities undertaken have clear objectives and demonstrable outcomes and that these are achieved.
- **Strong Communicator:** Excellent communication and interpersonal skills, both verbal and written.
- **Analytical, creative and flexible:** A problem solver with strong decision-making skills and critical thinking capabilities with the ability to adapt and change where required.
- **Accountable:** Takes ownership and responsibility for decisions and sets standards to act as a role model.
- **Team Worker:** Ability to work as a strong team leader and team member as required.
- **Resilient:** Demonstrates resilience in responding to challenges.