



## Holme Grange School

**Title of post:** Registrar and Marketing Officer

**Reports To:** The post holder will report directly to the Head.

**Fundamental Task:** Admissions; Marketing; Social Media; Branding Public Relations;

**Responsibilities:** The Registrar and Marketing Officer will drive the admissions, marketing and promotional strategies to attract, recruit and maintain maximum student numbers on roll and enhance the standing and reputation of the School as an educational institution and a significant contributor to the local community. The post holder will be a key public face of the School and be responsible for ensuring the effective marketing and promotion of the School (Little Grange [Nursery], Pre Prep, Prep and Eaton Grange [Seniors]) as a whole and the recruitment of pupils into each part of the School.

This is a wide-ranging and complex role requiring an individual with a clear empathy with and commitment to independent education. She/he will be a key public face for the School, responsible for the organisation, development and leadership of all matters related to pupil recruitment and marketing, in both the Prep and the Senior parts of the School in close liaison with the Head.

### STRATEGY

- To lead and drive all recruitment and marketing activities of the School, both strategic and tactical, promoting the School's brand, services and ethos, effectively differentiating Holme Grange from its competitors.
- To develop and implement a coherent marketing strategy for the School, in consultation with the Head, aligned with Holme Grange's key aims, vision and values, so that pupil recruitment and retention is optimised at all times
- In collaboration with the Head, to develop and execute pupil recruitment strategies, including the identification of potential new markets and relationships, to ensure that the School's targets are met
- To develop and drive the School's communications strategy, to include branding, events, print, direct and digital communications and taking into account the differing needs of the Prep and Senior areas of the School
- To promote and raise the profile of the School amongst all constituencies, including parents, prospective parents, feeder schools, businesses and the wider community in general.

### MARKETING AND COMMUNICATIONS

- Consistent implementation of the corporate brand guidelines, providing overall editorial and design control across communications and advertising media;
- Oversight of the prospectus and other school promotional and advertising material, both print and digital, in close liaison with the Head;

- Implementation of an effective digital and social media strategy, including the development of policies and procedures relating to the School's digital footprint;
- Management of the School's website, with responsibility for its continual evolution, update and ongoing accuracy;
- Undertaking regular market and competitor research and analysis to inform future plans;
- Development and oversight of the School's overall admissions related events strategy including open days, feeder school events, open evenings, taster events etc. – attending these whenever necessary;
- Oversight of marketing activity across the School, providing guidance where needed;
- Visits to feeder schools, educational exhibitions and other UK recruitment events, as agreed with the Head, as well as involvement in developing suitable links and relationships in the local community as a whole;
- Lead on, or advise upon, policies and procedures relating to internal marketing communications with current parents, enhancing cross school understanding and promoting a 'one school' identity;
- Responsible for liaison with any PR consultant and the media;
- Provision and oversight of marketing support to ensure the effective exploitation of news-worthy School events;
- Responsible for the production of internal communications material, including newsletters.

## **ADMISSIONS**

- Responsibility for the coordination of admissions processes across the School, working with the Head, to ensure that systems are in place to allow timely responses to all admissions enquiries;
- Delivery of the School's pupil recruitment targets, recruiting into the School, at all entry points, pupils of an appropriate number and calibre, as agreed with the Head;
- Oversight and management of the scholarship and other award application processes in agreement with the Head;
- Maintenance of efficient systems for the request, circulation and storage of references and other documentation required in respect of pupil admissions;
- Maintenance and improvement of the efficiency and effectiveness of admissions procedures, taking into account the dynamic nature of the School's key markets and the changing strategies of its competitors.

## **LEADERSHIP AND MANAGEMENT**

- The development, refinement and monitoring of all marketing and admissions related policies, systems and procedures in liaison with the wider team;
- Monitoring and reporting of all related statistical data, revising strategies and tactical plans where appropriate;
- Analysis and forecasting of pupil numbers including the monitoring of pupil recruitment;
- Provision of information relating to trends in admissions and current or emerging recruitment challenges and opportunities to the Head;
- Networking and relationship building with all key stakeholders: feeder schools, sixth form facilities, staff at all levels, the media, current and prospective parents;

- Keeping abreast of all matters related to education in general and to the independent sector, in particular ensuring constant monitoring of relevant guidelines, compliance regulations and best practice;
- Any other tasks that the Head or Bursar may reasonably assign.

*Please note that this Job Description is not exhaustive and the employee may be expected to undertake additional duties if required.*

## **Person Specification**

### ***Skills and Attributes***

- *A Team Player*
- Proactive, sound judgement combined with the highest standards of personal integrity, energy, stamina, enthusiasm and a sense of humour;
- Ability to work dynamically and flexibly, to show initiative and imagination and the ability to inspire others;
- The presence, intellect, tact and credibility to represent the School at all levels and to a variety of audiences, both internal and external;
- Vision, creative flair and commercial acumen combined with the ability to operate at a strategic level;
- Client focused and target driven;
- First class oral and written communication, presentation and negotiating skills;
- High levels of discretion and confidentiality;
- The ability to manage and prioritise a diverse workload, to meet deadlines, and to work calmly under pressure;
- Impressive personal presence and presentation;
- Highly literate and numerate, excellent in the use of ICT and with a keen eye for detail;
- High work standards evidenced by a consistently thorough detailed and organised approach.

## Knowledge and Experience

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>• A record of good academic achievement and educated to degree level or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant high level professional marketing or admissions qualification</li> </ul>
Knowledge	<ul style="list-style-type: none"> <li>• A demonstrable understanding of the principles of marketing, customer care and PR within the independent schools' sector</li> <li>• A clear understanding of and affinity for the Holme Grange ethos</li> <li>• A commitment to promoting and safeguarding the welfare of children</li> </ul>	<ul style="list-style-type: none"> <li>• A good understanding of and experience of having worked within the independent schools marketing or admissions sector</li> <li>• IT literate with a working knowledge of relevant databases and systems</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Significant experience of managing a marketing or customer care function in a relevant environment</li> <li>• Experience of developing strategic and tactical plans at a senior level, combined with a record of successfully implementing them</li> <li>• The ability to write and verbally communicate messages that are clear, concise and inspiring</li> </ul>	<ul style="list-style-type: none"> <li>• A track record of successful leadership with the ability to influence, motivate and persuade at all levels</li> <li>• The ability to develop and implement an integrated communications strategy</li> <li>• Hands-on use of different media to best effect with different audiences</li> <li>• Experience of successfully managing budgets and delivering against objectives</li> <li>• Proven ability to lead and motivate teams and individuals successfully</li> </ul>

<b>Contract</b>	Full-Time, Permanent
<b>Hours of Work</b>	As required to discharge the duties efficiently, conscientiously and appropriate for the role. Normal office hours are Monday to Friday, 9.00am – 5.30pm although there will be times during the year when work outside these times will be required. There will be occasional requirements for weekend or for out of hours' attendance, to be agreed in advance with the Head. Attendance at all Open Mornings and feeder school events is expected.
<b>Salary</b>	Competitive depending on qualifications and experience at time of appointment. Salaries are usually reviewed annually in September.
<b>Pension</b>	Holme Grange provides access to a stakeholder pension scheme as required by law. The School will comply with its obligations under the Government's auto-enrolment scheme at the relevant time.
<b>Holiday</b>	25 days plus Bank Holidays per annum on dates agreed with the Bursar. Where a Bank Holiday falls in term time and you are required to work, you will be granted another day off in lieu to be taken at a date to be agreed with the Bursar.
<b>Lunch</b>	Provided free while catering facilities are functioning, normally during term time only.
<b>Notice</b>	3 months' written notice either by the employee or employer.
<b>Medical</b>	All employees are subject to a self-declaration medical report and to undergo a medical examination, if required.
<b>Probation Period</b>	This post is subject to a 12-month probation period.
<b>Safeguarding</b>	Holme Grange School is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post including checks with past employers and the Disclosure and Barring Service.