



GRACE DIEU MANOR SCHOOL

JOB DESCRIPTION: ADMISSIONS & MARKETING MANAGER

Job Title: Admissions & Marketing Manager

Position Type: Flexible Full time

Reporting to: Acting Headmistress

Line Management responsibility: None

THE SCHOOL:

Grace Dieu Manor School, for children aged 12 weeks to 11 years, is often described as a hidden gem. We are justifiably proud of our strong academic reputation – offering small classes with specialist teaching in Sport, Music, Art, Drama and Languages.

Nestling in 120 acres of idyllic parkland, children have acres of space to grow, learn and play. We have extensive sports facilities on-site, we are specialists in Outdoor Learning, and our Forest School is an integral part of our curriculum. As an independent Prep School, our families are able to make the right choice of senior school when the time comes. This year, 100% of our pupils won places to their first choice senior school, and every year pupils win scholarships to a range of different schools across the region. Even more importantly, we do not just prepare pupils to pass entrance tests; we give them an outstanding grounding across all areas of the curriculum.

All that we offer, both inside and outside of the classroom, is rooted in our goal to develop the whole person. This is what makes us distinctive and, as a Catholic School that welcomes all faiths, permeates through our whole School community.

The School is conveniently located for families and staff, just 15 minutes from Coalville, Ashby de la Zouch and Loughborough.



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Key responsibilities:

This position covers 5 key areas:

- I. **Undertaking all aspects of admissions** from Nursery to Year 6 – the whole admissions process (from initial enquiry to the pupil accepting a place) and all related admissions activities. The overarching goal is to pro-actively grow the School roll by outstanding customer service to those parents who already know about the School (meaning they are fully supported and encouraged to join), as well as by developing and implementing different strategies to sell the School to new prospective families.
 - Frequent and highly personalised contact with all enquirers (via telephone, email, web or face to face) – always undertaken swiftly (returning contact, where possible, within the hour, or where not, on the same day).
 - Undertaking quality and timely follow-ups with prospective parents, encouraging them to take the next stage in the admissions process.
 - Arranging, planning and administering individual weekday visits by prospective families (where necessary, liaising with the Head's PA). This includes:
 - Meeting and greeting all prospective families and talking to them about the School as well as discussing their admissions needs.
 - Providing relevant information to the Head/SMT/members of staff who will meet with the family, as well as gathering information about the family post visit for use in follow-ups.
 - Where needed, to give tours of the School (in full or part).
 - Working with the accounts department:
 - Regarding the payment/processing of registration fees and deposits – to ensure a smooth and good level of customer service.
 - Where appropriate, ensuring that families are aware of/given all the support they need in regards fee support options e.g. nursery vouchers and bursaries.
 - Working closely with the Head's PA to arrange and plan assessments for entry to the School – liaising with all key staff to ensure this runs smoothly and effectively for both School and parents.
 - Keeping up-to-date records of all stages of the admissions process:
 - Generating and logging all correspondence on all enquiries, prospectus requests, registrations and applications.
 - Maintaining relevant records to track families through their customer journey at Grace Dieu - to maintain the School's admissions databases to ensure they are up to date – with all enquiries entered onto a tracking system and all prospective pupils are entered onto the School system.
 - Updating the Head, SMT, the Nursery Manager and other staff where necessary, on the stage of each prospective family.
 - Where appropriate, ensuring that prospective parents and pupils feel a part of the GDMS community by being included in communications and by being invited to appropriate events.
2. **Undertaking all aspects of the School's marketing activities**

Responsibility for planning, co-ordinating and implementing all marketing activities to communicate and promote all aspects of the Nursery and School (its vision, as well as its successes) to a wide variety of audiences.

 - To develop a termly communications planner (agreed with the Head and SMT) to ensure the key messages and news being distributed are in line with the School's current marketing and admissions needs and they are consistent across all forms of media (on and off line).
 - For this communications plan to focus on generating a steady stream of proactive, relevant and timely newsworthy stories that, where possible, demonstrate key selling points of GDMS (academic excellence, preparation for a broad range of senior schools, outdoor learning, and education of the whole child) via:
 - Daily online updates (social media and web news)
 - Regular email campaigns
 - Regular PR activity
 - Annual/Termly/half termly newsletter/magazine production (to be agreed)
 - This content will be collected through regular discussions with staff and working closely with colleagues to either provide information for stories, or requesting teachers to collect information (e.g. whilst they are on School trips)
 - To manage all aspects of photography:
 - When required, to take photographs to accompany news stories and other promotional material

- Arranging professional photo shoots, or directing/advising other photographers (paid, voluntary or other staff members).
 - To manage the photo/image library for communications use, including photo consents.
- Manage and develop all aspects of the School's online presence. This includes:
 - Further developing and enhancing the website design and functionality - keeping it up to date and relevant
 - Ensuring all content is regularly updated and that the information is both accurate and quickly available to all interested parties (including current and prospective parents)
 - Maintaining and developing the School's social media accounts – to ensure they are regularly updated as well as engaging and in line with the School's strategic admissions and marketing aims.
 - Keeping abreast of best practice and online tools – notably to investigate new social media channels to use to promote the School
 - Creating and developing a suite of videos to be used online.
 - Regularly reviewing the performance of the School website via Google Analytics and all of its social media activities. Using this data to inform how to improve or adapt the School's online activities to ensure a ROI and a high engagement/conversion.
 - At all times adhering to child and data protection policies, as well as being a good role model to our community for good social media practice.
- Undertake and manage all aspects of the School's advertising. This includes:
 - Designing and producing an advertising calendar for all advertisements both printed and online
 - Liaising and negotiating with the media to book the best space possible at the best value
 - Developing creative ways of designing eye-catching adverts that best fit the School's current marketing objectives
 - Considering the best use of online advertising to drive interest to the website (including SEO and pay-per-click)
 - Monitoring and evaluating all advertising, to ensure it provides the best ROI for the School
 - Update and maintain the School's entries in various guides and on various websites as required.
- To develop and create marketing collateral for the School:
 - To write clear and engaging copy
 - To manage copy development, editing, design and publication (including liaison with printers) of all marketing materials and publications, such as the School prospectus, brochures and merchandise.
 - Ensuring all marketing collateral is aligned with the School's strategic requirements and befitting to the corporate brand identity.
 - To assist, where relevant, in the production of School materials for parents e.g. handbooks etc.
- To undertake all aspects of the School's PR
 - To develop and lead a positive PR strategy that will include establishing the School as a centre for content/comment on key topics and creating feature editorial.
 - To leverage and maximize PR garnered by pushing this out to all stakeholders
 - To log and archive all media coverage
- To help to present the School site in the very best light:
 - To liaise and coordinate with colleagues to ensure that display materials across the School are current, relevant and consistently comply with brand guidelines
 - To work to ensure that the School's signage is effective and within brand guidelines
- To further develop and embed a consistent and coherent image for the School – for both external and internal audiences – visually and verbally.

3. **Managing, organising and attending promotional events** at GDMS that showcase the School and offer the very best experience possible to prospective families, as well as arranging and attending events at other venues to raise awareness of the School and Nursery.

- Organise and plan a range of events throughout the School year to encourage prospective families on site
- Effectively advertise these promotional events (on and offline), including sending details of the events to all stakeholders (parents, alumni, local community etc.) via leaflets, letters or email campaigns
- To represent the School at all events where needed, both in and out of School.
- Produce or arrange promotional materials for all events, where needed.
- Plan and attend recruitment fairs or local events to promote GDMS and Nursery.

- Where appropriate, to evaluate all events (via research and feedback) to help improve and inform future event planning.
 - Where needed, to work with and support GD Events (a separate entity) to ensure that the public letting of the School facilities are leveraged from a School marketing perspective e.g. PR (where possible)
4. **Proactively building meaningful relationships** with key stakeholders to further enhance and develop GDMS' reputation – to help the School to become known as the leading independent prep school in the area. This includes:
- Relationship building with existing and potential nurseries (where appropriate and with sensitivity), the Catholic community, business and parenting networks.
 - Establishing an outreach programme of activities and communications that sees GDMS kept at the top of the minds of these key community groups.
 - Establishing and maintaining relationships with current parents, recent past parents and alumni, who can be advocates or ambassadors for the School. Most notably this would be developing a relationship with the Grace Dieu Parents Association, along with maintaining the Alumni association.
 - Maintain and build upon relationships with the media – including editors and advertising contacts.
 - Developing relationships with key influencers in the education world – such as IAPS, ISI, Catholic Independent Schools Conference (CISC).
 - Building a relationship management system for keeping track of community contacts and developments.
 - To further develop the School's outreach programme with state schools to use the SSSI, for charitable purposes.
5. **To further develop, manage and monitor the School's marketing and admissions strategy** – playing a key role in the School's future
- To continue to develop, along with input from the Head and Governors, a clear marketing and admissions strategy for the School and Nursery.
 - To create and maintain annual/termly marketing and admissions action plans – that can be shared with others across the School.
 - To fully 'own' this strategy – educating other members of the GDMS community of its importance, to bring them on-board to playing their role, and regularly feeding back its successes and development to ensure ownership and engagement across the School community.
 - Monitoring current and future School roll numbers, keeping the Head, SmT and Governors informed on a regular basis regarding the status of application numbers
 - Working closely with the Head and the Head's PA to monitor any School leavers – the impact on the School Roll and to work together on devising strategies for encouraging retention.
 - Ensuring all of the relevant admissions records and statistics are accurate and up to date – with a view to discussing them at a weekly meeting.
 - Providing an Admissions and Marketing report for each full Governor meeting, outlining progress in meeting recruitment and retention targets, as well as feeding back event and marketing activity.
 - When required, to undertake and use Market Research to inform the School's marketing efforts and to provide information to the Head, Governors and SMT about parental satisfaction.
 - To develop, monitor and adhere to a clear marketing budget

These key responsibilities are not exhaustive and therefore the Marketing and Admissions Manager should be willing to undertake any other Marketing or Admissions related tasks as may be reasonably requested by the Head.

Person Specification:

This is a key position at Grace Dieu Manor School, and we are looking for an outstanding candidate who will enjoy developing this important role at this exciting point in the School's future.

It is expected that the Admissions & Marketing Manager will have:

- A minimum of 2 years marketing experience, ideally in a customer-focused industry, with:
 - experience of successfully developing and implementing **all** aspects of marketing communications
 - specifically to have up-to-date knowledge/experience of digital marketing (websites, CMS, email campaigns and social media for business)
 - ideally to have experience of the production and implementation of marketing plans and budgeting
 - ideally to also have experience of events management.

It is important that you can demonstrate a real interest in, or love for, Marketing, via continuous professional development.

- Experience (or transferable experience) of customer serviced based work – successfully selling to customers, or servicing customers' needs.

We are looking for a candidate who has proven and demonstrable skills in the following:

- Outstanding communications skills:
 - Verbal: (face-to-face and on the telephone) with the ability to actively 'sell' the School in an appropriate manner to a diverse range of audiences. Vitally, to be able to successfully engage in 'telesales' with parents who have enquired.
 - Written: the ability to captivate and inform a range of different audiences in an effectively suitable way for different communication channels. As well as an excellent command of the English language i.e. good proofreading abilities, strong accuracy and attention to detail.
- Excellent interpersonal skills:
 - Ability to demonstrate successful and effective customer relations, communication and customer care skills
 - Ability to quickly establish good links with pupils, parents, staff and Governors alike.
- Creativity: with a good eye for design and how to stand out and garner people's attention. To be able to capture and express Grace Dieu pictorially, in design or in writing. Knowledge of design tools (desktop publishing or online tools) is desirable.
- Strong numeracy skills, with an ability to analyse, display and use data effectively (ideally with some up-to-date experience of using analytics tools such as Google Analytics).
- Excellent administrative skills:
 - A high level of organisational and administrative competency
 - High computer literacy with a working knowledge and ability in Microsoft Word, Excel and database programmes, and an ability to pick up new systems quickly.

Personal Qualities Description:

- Be committed to supporting GDMS in this important position and driven to want the School to thrive to the point of waiting lists.
- Be capable of consistently showing initiative, including being able to think ahead and flexibly without constant direction to deliver his/her output
- Be a pro-active person with high levels of drive, energy and stamina to get things done.
- Be an outgoing, confident, affable and positive personality
- Be able to work in, and with, a variety of different teams
- Be able to mix easily with persons of any culture or background, and to maintain close and harmonious relations with work colleagues at all levels
- To have an eye for detail and a desire to go above and beyond in terms of customer service and creative marketing
- Able to work exceptionally well under pressure, capable of prioritising an exceptionally busy and varied workload and to cope with interruptions
- Critically, the post holder must have an excellent telephone and personal manner, be well groomed, of smart personal and professional appearance.

Prior experience of having worked in an educational establishment is not a pre-requisite, although would be desirable. Whilst an understanding of the Independent Schools sector would also be preferable, it is more important that the candidate can understand and appreciate the benefits such an education would offer. Most vitally, the candidate needs to be supportive of, and at all times uphold the ethos of the School.

Terms of Appointment

Hours of work:	25 working hours per week to be undertaken between 9am-5.30pm, Monday to Friday. Agreement on when these hours are to be worked can be discussed. The hours can be flexible (within reason) to suit both the personal circumstances of the successful candidate and to fit in with the Schools' needs. For example it could be 5 hours per day, each day, or 25 hours over 4 working days. This post is full time during the School term, with these hours to be worked from the School. During the holidays there will be flexibility, but it is expected that continued cover will occur (circa 10 hours per week), some of which can be done remotely.
Holidays:	The salary is inclusive of Bank Holidays and 20 days of paid holiday (pro-rata), which must be taken during the School holidays.
Salary:	Salary is circa £24-£26k depending on qualifications and experience.
Benefits:	Grace Dieu is a stunning location to work, easily accessible and with plenty of on-site parking for a stress free commute. There is a staff discount on School Fees available for the right candidate.
Probation:	The position is subject to a six-month probationary period.

Applications

Letters of application should state what particular skills and attributes you can bring to Grace Dieu, including brief details of how you fit the position.

Please address your letter to the Headmistress and send the letter, CV and a copy of the School's Job Application Form to:

Louise Hitchen
I34marketing
Dairy Cottage, 7 Pinfold Lane, Market Overton, Rutland LE15 7PN

Please contact Louise on 07736 176973 or louise@i34marketing.co.uk to discuss this role further.

Application deadline: Friday 13th October 2017

Grace Dieu Manor School and Day Nursery 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 an enhanced Disclosure and Barring Service Check

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