

**Job Title:** Head of Admissions & Marketing

**Responsible to:** The Vice Principal for:

Planning and delivering advice and guidance to prospective students from application to enrolment. Organising and administering systems of liaison, transition and progression. Promoting the College through the proactive communication of key marketing messages and news stories.

**Duties to include:**

**Admissions:**

1. Organising admissions procedures, keeping records and reviewing admissions procedures annually, ensuring the smooth running of the process.
2. Creating and implementing an annual programme of school liaison activities.
3. Providing co-ordination, regular support and guidance to the Interview Team.
4. Providing information, in liaison with MIS, about student course choices, examination results and destinations to all contributing schools which regularly send us approximately 10+ students.
5. Managing, in collaboration with the Vice Principal the key admissions events: Open Evenings, Taster Days and Enrolment.
6. Working with the Head of Web Services to develop and maintain the admissions aspect of the college website, including the on-line application system.
7. Assisting the Senior Management Team with planning to help ensure that application and enrolment numbers are met.
8. Collecting and evaluating data about students from application to enrolment.

**Marketing:**

9. Researching, planning, implementing and monitoring marketing and public relations strategies.
10. Facilitating prominent and frequent positive media coverage, including in social media.
11. Managing the design, production and delivery of marketing materials, most significantly the prospectus.

**General:**

12. Managing the work of the Admissions & Marketing team.
13. Prioritising the safeguarding of all students and participating in training on safeguarding matters.
14. Contributing to the elimination of unlawful discrimination, harassment and victimisation; advancing equality of opportunity and fostering good relations between people who share a protected characteristic and those who do not.

15. Any other duties as reasonably requested by the Principal.

Dave Cartwright  
Vice Principal

July 2020

Post: **Head of Admissions & Marketing**

Category	Essential	Desirable	Ascertained by:
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to A level or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> <li>• PR/Marketing qualifications e.g. CIPR Advanced Certificate/Diploma,</li> <li>• Member of CIPR/CIM</li> </ul>	Application form / original certificates at interview
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience in one of the following fields: admissions in a college, school or HE; careers advice or marketing</li> <li>• Supervisory experience</li> <li>• Interviewing experience</li> <li>• Experience of designing, implementing and evaluating effective communication strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Extensive professional experience in marketing</li> <li>• Experience working in education, particularly the sixth form sector</li> <li>• Experience in the analysis and interpretation of data to inform strategic planning</li> </ul>	Application form / references
<b>Additional Skills and Abilities</b>	<ul style="list-style-type: none"> <li>• Commitment to the needs and welfare of young people</li> <li>• High level verbal and written communication skills</li> <li>• Proven administrative and organisational skills</li> <li>• Ability to analyse and interpret data to inform strategy</li> <li>• Ability to form positive relationships with colleagues and external contacts</li> <li>• Confident public speaker</li> <li>• Enthusiastic, energetic and able to enthuse others</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness of social media and its potential in student recruitment</li> </ul>	Application form / interview/ references / activity

<b>Other</b>	<ul style="list-style-type: none"><li>• Valid driver's licence</li><li>• Able to be flexible re working hours e.g. open evenings and other events</li></ul>		Interview / references / activity
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