



Head of Marketing, Communications and Administration

Full-time

Paid hours per week:

- 37.5 hours per week full time with flexibility on hours of work during the school holiday periods
- In addition, there will be the necessity to attend some evening functions and events, and the occasional Saturday but all dates will be provided in advance.
- Prep School – ‘Which School Next’ functions alongside the registrar and similar marketing events where HG can be represented and promoted.

Hours of work:

- During term-time to be worked on site at School each day Monday – Friday as detailed above (9am to 5pm with one evening to 6pm, plus one evening for SMT meeting which ends between 5:30 and 6pm but attendance is not required every week, during School holiday periods hours are more flexible and can be 8am to 4pm);

Leave arrangements: 25 days paid holiday (plus Bank Holidays) to be taken during the School holidays, unless agreed otherwise by the Head.

Line Manager: The Headteacher

Notice Period: 3 months

Responsibility of the Role

The Head of Marketing, Communications and Administration will provide strategic planning, reporting and leadership in each of the areas named in the job title. They will line manage Admissions, Marketing and front of School personnel and work alongside the Head of Finance.

- Responsible to and assist the Head or Governors as appropriate, having regard to the Head’s day to day management of the School.
- Responsible for the organization and supervision of all administration staff
- A member of the Senior Leadership Team and contribute to the running of the School.
- Will work closely with the Head and Governors in the effective provision of support services and resources to underpin and ensure the smooth running of a successful and growing school.
- Is responsible to the Head for the day to day administrative matters concerned with the running of the School and, in conjunction with the Head and Head of Finance, to the Governors for the business management of the School.

The job demands flexibility/adaptation to changing/conflicting priorities and deadlines, some of which are outside of their control. The School Office is the hub of the School and its wide range of customer demands need to be met to a very high professional standard. The postholder may be dealing directly with parents and other members of the community and as such may occasionally have to deal with dissatisfied customers. This position requires discretion and confidentiality.

Safeguarding of Children

All staff are responsible for the safeguarding of children in line with the School's Safeguarding (Child Protection) Policy.

Communication

- To develop and implement a coherent marketing strategy for the whole School, aligned with Holme Grange's key aims, vision and values, so that pupil recruitment and retention is optimised at all times
- To develop and execute recruitment strategies, to ensure that the School's recruitment targets are met and, where agreed, increased or rebalanced
- To develop and drive the School's communications strategy, to include branding, events, print, direct and digital communications
- To manage the School's brand and reputation, acting as 'Brand Guardian', ensuring that the School communicates, engages and presents key messages in a consistent, professional and prompt fashion to all stakeholders
- To promote and raise the profile of the School locally and nationally amongst all constituencies, including parents, prospective parents, feeder schools, businesses and the wider community in general
- To actively monitor competitive activity
- To develop and implement School-wide internal communication plans, content and messaging that engages, aligns and inspires employees with the School's vision and strategy to promote understanding of priorities and key initiatives.
- Ensure consistency and alignment of internal communication activities across all areas of the School.

Marketing

Lead the Marketing Team in the:

- Consistent implementation of the School's brand guidelines, providing overall editorial and design control across all communications and advertising media
- Oversight and editorial control of the prospectus and other school promotional and advertising collateral, both print and digital
- Strategic management of the School's website, with responsibility for its continual evolution, update and ongoing accuracy
- Development and implementation of an effective promotional advertising, digital and social media strategy
- Development and oversight of the School's overall events strategy including open days, feeder school events, open evenings, taster events, Speaker events etc. – attending these whenever necessary
- Undertaking of market and competitor research and analysis, evaluating and acting upon both macro and local opportunities and threats
- Advise upon policies and procedures relating to internal marketing communications with current parents

Admissions

Lead the Admissions Team in the:

- Implementation of an effective pupil recruitment strategy, including the identification of potential new relationships
- Manage all Open Days and any PR events
- Delivery of the School's recruitment targets, recruiting into the School, at all entry points, pupils of an appropriate number and calibre, as agreed with the Head
- Maintenance and improvement of the efficiency and effectiveness of admissions procedures, ensuring they follow best practice and take into account the dynamic nature of the School's key markets and the changing strategies of its competitors
- Ensure the Admissions team are proactive and follow-up on enquiries and ongoing communication with prospective pupils and parents throughout the admissions process Production and presentation of management reports in support of admissions activity; Oversight of arrangements for open mornings and other visits by prospective parents and pupils

Administration

- To ensure secretarial and administrative support for the School is provided in a manner which allows the School to maintain its position as an independent school with a reputation for excellence.
- To ensure the smooth and efficient running of the School Office and manage the day to day administrative functions of the School Office.
- To line manage/supervise and coordinate the daily workload for a team of admin, marketing and support for the School
- Build capacity through training and development and staff deployment.
- Improve efficiencies and effectiveness in all areas of business, operational and administrative work.
- Ensure the school uses resources effectively and efficiently.
- Responsible for management and recording of complaints
- To implement robust complaint processes to ensure we comply with new ISI regulations. Manage all formal complaints to ensure consistency in handling and advise management and Governors. Manage all public relation aspects.

Leadership & Management

Leadership and Management

Member of the Senior Leadership Team

- Lead, motivate and develop the Admissions and Marketing team
- Monitor and report all high-level metrics, developing and revising strategies and tactical plans where appropriate
- Lead the setting and delivery of Admissions, Marketing, and Communications objectives and targets;
- Set and manage all related budgets
- Report regularly to the Head, SMT and Governors as required, advising on all matters relating to overall strategy, market trends, marketing and admissions
- Networking and relationship building with all key stakeholders: feeder schools, staff at all levels, the media, current and prospective parents
- Keep 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.
- To support Head of HR to ensure that all areas of HR administration are accurate and comply with School policies and procedures.

- Manage the communication elements of the School MIS system, including the Parent Portal.
- Ensure front of house hospitality is delivered with a focus on excellence

Governor Admissions, Marketing & Development Meetings

- Attend and present at the termly Governors' Marketing meetings.
- Provide detailed reports for the meetings and ensure all documents are prepared and issued to governors in advance.
- Be able to respond confidently to Governor questions and requests for further information.

Event Management

- Manage the promotion and organisation of School events as directed by the Head to include Parent Events, Alumni Events, Speaker events and other social functions.
- Manage the promotion and organisation of special events within the School;
- To take a proactive part in the preparation and management of the School's Speaker programme to ensure a regular series of speakers is booked and communicated at the start of an academic year.

External Relations

- Development, management and oversight of the School's strategic external relations plan in line with the overall School vision and strategic plan
- Development and implementation of the School's communications and PR strategy by raising awareness and differentiation across key markets – local, regional and feeder schools via effective tactical contact, advertising and communication plans
- Lead on media liaison and press relations in conjunction with the Head and other nominated spokespeople.
- Provide an occasional emergency out of hours service, if required
- Generate a positive and proactive whole-School marketing culture amongst teaching and support staff
- Development of an effective retention/transition strategy from Year 6 into Eaton Grange and a collaborative feeder school transition programme regarding entry into Year 7
- In close collaboration with the Head, develop and implement an effective pupil recruitment strategy including the identification of potential new relationships
- Development of clear personal and team action plans related to all strategic plans and the implementation of effective systems for monitoring and evaluating success

It should be noted that this is not a definitive list; your duties will be at least those listed above.

You will be expected to:

- Conduct yourself with professionalism, tact and diplomacy at all times as a representative of Holme Grange School
- Observe Safeguarding and health and safety procedures and work safely at all times

Child protection

It is your responsibility to help promote and safeguard the welfare of children and young persons for whom you are responsible, or with whom you come into contact, and to adhere to and ensure compliance with the School's Child Protection Policy Statement at all times. If, in the course of carrying out the duties of the post, you become aware of any actual or potential risks to the safety or welfare of children in the School, you must report any concerns to the School's Designated Safeguarding Lead. Protecting children from the risk of radicalisation is part of the School's safeguarding duties (under the Prevent Duty).