



LOCKERS PARK HEAD OF MARKETING & ADMISSIONS JOB DESCRIPTION

Lockers Park is a purposefully small school for boys aged 4 to 13 years, in Boxmoor, Hertfordshire. Our pupils achieve excellent results and enjoy real enthusiasm for life.

We are recruiting a Head of Marketing and Admissions to start in spring or early summer 2020. The person will be joining a small administration team, and will be a highly collaborative individual with strong interpersonal skills and a sense of community. We welcome applicants who have a background in the education sector, as well as applicants from any other industry.

Purpose of Role

Marketing: to build brand awareness of the school and uphold the school's outstanding reputation amongst prospective families and current families, managing all aspects of marketing, including advertising, PR, the website, digital and social media, managing design, advertising and digital agencies, community outreach and marketing collateral.

Admissions: to lead the admissions program, a vital part of the school, to ensure it meets its target number of pupils each academic year. This involves working closely with the Headmaster and Director of Studies in ensuring the admissions process runs smoothly and that prospective families get an excellent experience, from their very first enquiry through to joining the school.

Main responsibilities – Marketing

- To lead and plan the annual marketing strategy across advertising, media and digital, and collateral
- To manage the marketing budget in order to maximise ROI
- To manage the school's Marketing Committee (chaired by a Governor) to share and sign off plans and actions once a term
- To manage the School's social media platforms
- To create and maximise PR opportunities to develop the profile of the school
- To maintain the School website
- To design and produce a wide range of marketing collateral including newsletters and the annual school magazine
- To create an event strategy, sourcing and organising attendance at specialist or external events that raise the profile of the school and attract potential families
- To manage the external marketing and design agencies
- To take or organise photographs and/or videos of school events and activities
- To organise and run photography shoots using external resources/photographers

- To analyse data, conduct research, use surveys to gain insights into the market, our target audience and competition, to inform the marketing plan
- To produce regular termly marketing reports for the Headmaster and Governors

Main responsibilities – Admissions

- To lead on the admissions program, taking ownership of the process that prospective parents go through from start to finish, ensuring they have an excellent experience, ensuring a high conversion rate of enquiries, ensuring the school meets its target of new pupils each academic year
- Working with the Admissions Officer to support them in their role as the main contact point of prospective families
- Organising admission events such as Open Mornings, Stay & Play events, taster mornings and so on
- Management of the admissions database iSAMS, ensuring it is accurate and up to date at all times, ready to be shared with senior management and Governors
- To produce regular reports regarding school applicant numbers for the Headmaster and Governors' meetings as required
- To be well-informed about the School's academic and extra-curricular activities and the working of the School in order to accurately portray the school's strengths
- To understand, embrace and communicate the School's ethos and approach in communications and interactions with prospective parents and pupils
- To liaise with the Headmaster and Bursar regarding Scholarship and Bursary enquiries
- To liaise with overseas agents to attract, generate and manage interest from international boarding pupils and families.

These duties are indicative of the nature of the duties associated with the post but do not comprise an exhaustive list.

Individual skills and qualities for the role

- Experience in a similar role – we welcome marketers from outside the education sector
- Self-directed, resourceful and independent working style when needed
- Highly organised with excellent time management skills
- Familiarity with Excel and data analysis for reporting
- Attention to detail and able to actively question and clarify information
- Strong written and oral communication skills, including the ability to deal confidently with a wide range of people
- Able to work as part of a team with strong influencing and interpersonal capability
- Ability to work flexibly and show agility, as workloads require
- An open mind and an ability to change and adapt
- Team player, able and willing to share and help with additional duties as part of the wider school team and community
- Commitment to the ethos and purpose of the school

Reporting to: The Headmaster

Hours of work

35 hours per week, Monday to Friday, 40 weeks per annum including Open Mornings on Saturday (3 Open Mornings per academic year/one per term and our Senior Schools' Presentation evening once a year). We can be flexible with this structure for the right candidate.

Holiday

Holiday should be taken in accordance with the published holiday dates within the School calendar. Holiday should not be taken through term time.

Salary

To be discussed during the process, depending on experience

Probationary period

12 months

Notice

One term

Pension

Automatic enrolment into the School's Auto Enrolment Scheme.

Other Benefits

Staff lunch and tea is provided during term time.

We are committed to safeguarding the welfare of children and young people and expect all staff to share this commitment and work in accordance with our child protection policies and procedures. All posts are subject to an enhanced DBS check.