

JOB DESCRIPTION

Job Title: Director of marketing and admissions

Responsible to: The headmaster of Eastbourne College

Job Summary: The director of marketing and admissions (DMA) will be responsible for the formulation and implementation of integrated admissions and marketing plans for Eastbourne College and St Andrew's Prep (known as 'the School') (together 'the Charity') and for monitoring and improving every aspect of the interface of both schools with the outside world.

Key responsibilities as director of marketing and admissions

- To set the strategic direction for the Charity's external relations and to lead, motivate and develop those who work within and support the admissions, marketing and communications functions of the Charity in line with the Charity's ethos across both the College and St Andrew's Prep.
- To provide timely advice and appropriate information to the Board to enable it to fulfil its duties and responsibilities for the proper governance of the Charity.
- As a member of the Senior Management Team, to contribute to the Charity's strategic leadership and to promote both St Andrew's Prep and Eastbourne College and to act as an ambassador for Eastbourne College and St Andrew's Prep, celebrating the success of each school and inspiring others to do likewise, both internally and externally.
- Assist the heads of each school and other colleagues in ensuring that the College and St Andrew's Prep continue to build on their strong reputations locally and regionally; project their core values, strengths and successes in effective ways; and strengthen relations with pupils and parents (prospective, current and former), immediate neighbours and the local community and other key stakeholders, such as feeder schools.
- Develop and execute pupil recruitment strategies to ensure the pupil recruitment targets at the College and St Andrew's are met, and a first-rate customer experience is provided.
- Directing the marketing managers and teams at both schools to promote, protect and develop the identity and brand of the two schools and their position, locally, regionally and internationally.
- Coordinate and align the Charity's external relations, marketing, pupil recruitment and communications strategies.
- Directing and working with the Charity's advertising partner in the preparation and delivery of ad campaigns.
- Monitor, report on and assess the overall effectiveness of the Charity's external relations and marketing strategies, with a particular focus on the impact on pupil recruitment.
- Keep abreast of education and economic developments in the UK and internationally, as well as national and international policies relevant to the Charity's recruitment and development targets.
- Have overall ownership for UKVI visa compliance and regulation for overseas pupils on behalf of the Charity.

Leadership and strategy

- Create, lead, nurture and inspire a unified team that will include admissions, marketing and external relations for both schools.
- Vision of how to set the schools apart from the pack with inspiring, engaging, original and disruptive approaches.
- Develop, manage and implement the Charity's strategic pupil recruitment and external relations strategies in conjunction with the Charity's strategic priorities.
- Set, monitor and track the short and long-term strategies for pupil recruitment and external relations in close liaison with the heads at each school and SMT.
- Monitor and report all high-level metrics and trends, pro-actively using data to measure effectiveness and to shape both strategy and short-term tactics, where required.
- Line management of:
 - The Admissions Department (comprising 5.5 staff):
 - Head of admissions at the College and registrar at the School
 - The Marketing Department (comprising 4.5 staff):
 - Two marketing managers
 - Content creator
 - Events manager
 - External relations manager.
- Lead and direct the Charity's admissions staff and marketing staff, setting individual team members' annual objectives and targets.
- Lead the setting and delivery of external relations.

Admissions

- Work closely with the head of admissions at the College and the registrar at St Andrew's to lead and guide the admissions team in pupil recruitment towards the Charity's growth targets.
- Working with academic staff, stimulate and improve pupil recruitment.
- Deliver an impressive, effective and efficient admissions process for applicants, which reflects the values and ethos of the two schools and Charity.
- Forecasting, statistical review, analysis and reporting of all pupil admission data.
- Systematically and regularly review and develop admissions procedures after monitoring the results and effectiveness of all activities.
- Provide guidance to the admissions team in respect of building relationships with prospective parents, standards of service, customer experience and engagement, communication, key metrics and data capture and promotional events.
- Remain informed about the market and competition; keep abreast of, and respond to, key market trends in pupil recruitment.

Marketing

- In close collaboration with the marketing managers, develop and implement marketing strategies to drive up enquiries and to extend the Charity's recruitment reach (locally, nationally and internationally).

- Coordinate and control the implementation of the plan and the associated budget.
- Provide overall brand leadership and maintain its consistency and quality.
- In liaison with the marketing managers, undertake regular market and competitor research.
- Ensure that relations with current parents and other stakeholders are of the highest standard.
- Work with SMT and academic staff to raise the profile of the Charity's academic and co-curricular activities.

Publications and marketing communications

- The DMA will have overall responsibility for the production, editing and distribution of both schools' marketing communications materials and promotional publications, with the exception of the College Foundation and Development Office's own publications, in relation to which it is expected that the DMA will play a useful advisory role.
- In terms of printed publications, the DMA will need to decide on the best balance between working with external agencies, engaging the help of other staff at the College and St Andrew's, and personally editing and designing the documents, within the constraints of the marketing budget.
- To oversee, with the support of the marketing managers, content creator and outside agencies where appropriate, the public-facing areas of the websites for the two schools, and, in so doing, deciding on each site's purpose, functionality and content, and ensure the websites are updated according to agreed plans.
- To monitor the various forms of social media and develop a social media strategy alongside the marketing managers and content creator; the DMA will oversee the different social media platforms that the Charity adopts and ensure the appropriate messages are communicated.

Advertising

- Responsible, in liaison with the two heads, for the planning, creation and evaluation of all promotional advertising for the College and St Andrew's, working with outside agencies as appropriate.
- In addition, the DMA should oversee the design and final edit of all entries in published school guides and directories (both printed and electronic).

Press and media

- To develop, manage and evaluate, in liaison with the two heads and the marketing managers, a proactive media campaign for each school with the objective of promoting the image of Eastbourne College and St Andrew's Prep and, quantifiably, increasing the level of penetration in selected media locally and for the wider market.
- To ensure that maximum value is obtained from any media coverage, both internally and externally, by, for example, ensuring cuttings are collated and distributed to interested parties.

External relations

- Work with the head of external relations to develop a year-round plan to support the strategic aims of the Charity, particularly with regard to feeder schools and international agencies. This extends to maintained and independent schools, ensuring there is an aligned approach and strong communication across all externally focused groups.

Events management

- Throughout the year, many different events are held which directly affect the recruitment of pupils to Eastbourne College and St Andrew's Prep (such as open days or events for pupils from feeder schools) as well as events which have a more indirect effect on recruitment but a major impact on each school's image and reputation (concerts, consultations, grandparents morning, visiting speakers and so on).

- With the hands-on support of the events co-ordinator at Eastbourne College and the marketing and admissions co-ordinator at St Andrew's, the DMA is expected to play a lead role in planning and facilitating major events and making all events even more successful, ensuring at all times that the College and St Andrew's are welcoming and well presented. This will involve working closely and diplomatically with the many other members of staff who are involved and, in some cases, responsible for the operation / oversight on the day. This is a facilitating role which enables the greatest possible surface area of interaction between key appropriate staff and pupils, and prospective pupils and their parents.
- The DMA will also be expected to identify opportunities for and oversee the planning and running of new events, small or large, locally and internationally, which will help Eastbourne College and St Andrew's strengthen their position in the market place and achieve their recruitment targets, as identified in the marketing plan.

The presentation of the schools

- To be the guardian of the College's and St Andrew's visual identities and logos by developing an appropriate policy and monitoring its implementation in keeping with the agreed and desired image and positioning of the two schools.
- To advise the heads, chief operating officer and other staff on the décor, displays and presentation of each school such that the desired and agreed image and reputation of the College and St Andrew's are enhanced.
- To oversee the development of an up-to-date and comprehensive image bank of photographs at each school for a variety of promotional and display purposes.
- To manage identity and presence on various external websites and in various external publications.

Internal communication

- To support all staff with expert advice and assistance where necessary on projects or activities which have a direct impact on the reputation and image of both schools.
- To identify areas where the College and St Andrew's Prep do not fulfil their declared aims and to discuss these with the respective heads of each school.
- To promote continually the need for marketing and customer-oriented approaches in all aspects of the two schools' operations.
- To ensure all staff at Eastbourne College and St Andrew's Prep feel informed of and sufficiently involved in each school's marketing programme.

Person specification

- The DMA will need to be at ease in promoting the values of independent education (boarding and day) for boys and girls in order to be able to embrace and articulate with conviction the benefits of both schools' ethos.
- The DMA will be intelligent, creative, articulate, logical and original, able to debate rationally with colleagues and present clear arguments, and will have a sufficiently high level of qualification and experience to perform the role.

Essential skills and abilities

- Visionary with a strategic outlook without sacrificing an eye for detail.
- Articulate, fluent and capable of inspiring in writing and verbally.
- Excellent organisational skills including ability to manage and control budgets.
- Excellent interpersonal skills.
- Warmth, charisma, empathy and an ability to connect with people as befits this crucial outward-facing role.

- Ability to work with complete confidentiality, discretion and sensitivity, given the post's access to personal and strategic information.
- Ability to work on one's own initiative, to prioritise and meet deadlines.
- Ability to be flexible, responsive and adaptive to change.
- Ability to think creatively and look at problems from new perspectives, discover and apply ideas from other sources, generate practical solutions and display a sensitivity to visual design.
- Ability to create, lead, inspire and to work as part of a team.
- Proficiency in digital communications (paid, owned and earned channels), traditional media and CRM.
- Fluent in customer-data analysis and how to translate that into effective communications
- Resilient and positive under pressure, with the ability to thrive in a high-workload environment.
- Confident, rigorous and reliable.

Essential experience

- Experience of representing an organisation.
- Experience of organising events.
- Experience of marketing (across all relevant channels of communication) and CRM.
- Demonstrable success in a sales environment.
- Proven record of leading a team.
- Experience of working in an education environment is preferable but not essential.

Terms and conditions

Hours of work: 40 hours per week. Hours are likely to be 8:30am till 5:30pm Monday to Friday although the DMA will be expected to work such hours as are necessary to meet the job specification. Flexibility in hours is required and, on occasions, in order to meet the demands of the post, the person may be required to work to support evening and weekend events during term time.

Salary: Competitive depending on skills, qualifications and experience.

Holidays: Five weeks' holiday per year plus Bank Holidays. Attendance will be required on Bank Holidays that fall during term time, for which time off in lieu will be given.

Pension: After three months' service, the DMA may be automatically enrolled into the Eastbourne College WorkSave Pension Scheme (details are available from the HR Department), depending on level of earnings. The DMA may also choose to opt in to the pension scheme. The College will contribute five per cent of gross salary and the DMA will be expected to contribute three per cent. The DMA may choose to opt out of the pension scheme.

Other Benefits:

- Life cover of three times salary after two year's employment.
- Free lunch during normal working hours.
- Free use of College facilities.
- Annual pay review.

Safeguarding statement

The Charity is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The appointment is subject to an enhanced DBS check, pre-employment medical questionnaire and positive references.

Application process

To apply, please visit <https://www.eastbourne-college.co.uk/contact/employment-opportunities/> and click the [Apply Now](#) button to complete the mandatory application form.

A letter of application evidencing suitability for the post against the job description and person specification described above, and an up-to-date CV, should be uploaded with this online application form.

Closing date: Friday 21 February 2020

Applications will not be accepted without a fully completed application form including a complete career history. Candidates will be required to provide the names and contact details of two referees, one of whom should be a current employer but not a family member or current employee of Eastbourne College Charity. Candidates should make it clear if they would prefer their referees not to be contacted before the interview stage.

Further information is available from Human Resources: <mailto:hr@eastbourne-college.co.uk> or 01323 452239.

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