

JOB DESCRIPTION

1. **Job Title:** Director of Marketing and Admissions
2. **Responsible to:** The Headmaster of Eastbourne College
3. **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 (together 'the Charity') and for monitoring and improving every aspect of the two schools' interface with the outside world.
4. **Key Responsibilities as Director of Marketing and Admissions**
 - To set the strategic direction for the Charity's marketing and admissions and to lead, motivate and develop those who work in/support the admissions and marketing functions of the Charity in line with the Charity's ethos across both schools.
 - To provide timely advice and appropriate information to the Board and its Marketing Committee to enable it to fulfil its duties and responsibilities for the proper governance of the Charity.
 - To contribute to the Charity's strategic leadership as a member of the Strategic Leadership Team.
 - 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, regionally and internationally; 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 and top-tier agents.
 - Develop and execute pupil recruitment / commercial strategies to ensure the pupil recruitment targets at the College and St Andrew's are met and have a long-term trajectory that is future proof given trends (political, societal, economic).
 - Shape and lead a first-rate customer admissions experience that is consistently delivered by those involved.
 - Direct the admissions team to ensure regulatory standards are met, internal policies are followed and information contained within the MIS and CRM is correct and complete.
 - Have overall ownership for UKVI visa compliance and regulation for overseas pupils on behalf of the Charity.
 - Directing the marketing team to increase, promote and protect the brand awareness and engagement of both schools locally, regionally and internationally.
 - Coordinate and align the Charity's external relations, marketing and pupil recruitment strategies.
 - Develop the campaign and media strategy for both schools.

- Monitor, report on and assess the collective effectiveness of the team, 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.

Leadership and Strategy

- Create, lead, nurture and inspire a unified team that will include Admissions, Marketing and External Relations (UK and international) for both schools.
- Vision of how to differentiate the schools apart from the pack with inspiring, engaging, original and disruptive strategic 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 ongoing tactics, where required.
- Direct line management of:
 - The Admissions Department (comprising 7 staff overall):
 - UK Year 9-11 Admissions Lead at the College
 - International and sixth form Lead at the College
 - Registrar at St Andrew's Prep
 - The Marketing Department (comprising 5 staff overall):
 - Marketing and Campaign lead
 - Events lead
 - Content Creator
 - Social media and marketing assistant
 - External Relations Manager
 - International admissions liaison
- Lead and direct the Charity's admissions staff and marketing staff setting individual team members' annual objectives and targets in accordance with the Charity's 5-year Strategic Plan.
- Lead the setting and delivery of External Relations.

Admissions

- Work closely with the Admissions teams at both schools to lead and guide the Admissions team in pupil recruitment towards the Charity's growth targets.
- Work with academic staff to stimulate and improve pupil recruitment.
- Deliver an impressive, effective, and efficient admissions process for applicants, which reflects the values and ethos of our two schools.
- Ensure parental experience of admissions is error free and highly positive.
- Lead the 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. Responsible for transformational admissions strategies to maximise pupil recruitment.

Marketing

- Develop marketing strategies to drive brand awareness and enquiries.
- Oversee the delivery of the agreed marketing plan.
- Develop the social media strategy for both schools.
- Inspire content creation and social media content to help elevate both schools from wider sector noise.
- Co-ordinate 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 team undertake regular market and competitor research.
- Ensure that relations with charity stakeholders are of the highest standard.
- Work with SLT/SMTs and academic staff to raise the profile of the Charity's academic and co-curricular activities.

Overall responsibility for the suite of marketing material (on and offline) for both schools

- Oversee the websites for the two schools, deciding on each site's purpose, functionality and content, and ensure the websites are up-dated according to agreed plans.
- Responsible for the PR strategy for the College.
- Responsible for crisis management communications and all associated marketing workstreams.

External Relations and International Admissions liaison

- 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-focussed activity.

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' day, visiting speakers and so on).
- With the hands-on support of the Events lead and wider team (when relevant), 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 (which may be a Saturday or Sunday). 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 marketplace 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 names, 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 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.

5. Person Specification

The DMA will need to be at ease in promoting the values of independent education (boarding and day) for boys and girls 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 admissions
- 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.

6. 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 to meet the demands of the post, the person may be required to work to support evening and weekend events during term time.

Salary: Depending on skills, qualifications and experience. Circa £70-78K.

Holidays: 5 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 you may be automatically enrolled into the Eastbourne College WorkSave Pension Scheme (details are available from the HR Department), depending on your level of earnings, however you may also choose to opt in to the pension scheme. The College will contribute 5% of your gross salary and you must also contribute a minimum of 3%. You 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 sports facilities
- Annual pay review.

7. 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.

Candidates should complete all sections of the application form. A brief covering letter, and a CV should be uploaded with this online application form. Applications will be considered upon receipt, and we reserve the right to withdraw this vacancy.

Closing date: 28 January 2024

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 by email on hr@eastbourne-college.co.uk or phone 01323 452288.

8. Safeguarding Statement and Equal Opportunities Statement

Eastbourne College (Incorporated) 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.

The post is exempt from the Rehabilitation of Offenders Act 1974 and the Charity is therefore permitted to ask job applicants to declare all convictions and cautions (including those which are "spent" unless they are "protected" under the DBS filtering rules) to assess their suitability to work with children.

Eastbourne College (Incorporated) welcomes applications from all sectors of the community as we aspire to attract staff that match the social and cultural diversity of our pupil intake. We consider the most important factor to be the right skills, abilities and attitude for the job which will ultimately improve the wellbeing and education of the pupils.

January 2024