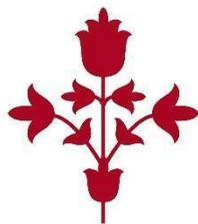


Head of Marketing and Admissions at Earlscliffe

Recruitment Pack for Candidates



Earlscliffe

Welcome to Earlscliffe

Dear candidate,

Thank you for your interest in the role of Head of Marketing and Admissions at Earlscliffe.

Earlscliffe is an independent sixth-form college in Folkestone, Kent, providing education to around 110 students, aged 15-19 years of age, from over thirty countries. Earlscliffe is part of Dukes Education. Earlscliffe's approach emphasises academic rigour and the concept of a broad-based education, founded on care and nurture of the whole person. We deliver a bespoke pre-university experience for our students in which intellectual stretch and depth are underpinned by a desire to provide an all-round educational experience. We aim to provide an educational experience which is creative and inspiring, and which nurtures inspirational students who are resilient and ready for what life brings.

The role of Head of Marketing and Admissions will oversee two specific key areas: Admissions and Marketing. These are both pivotal to the future growth and development of Earlscliffe, taking the lead in developing and delivering outstanding pupil recruitment strategies for boarding pupils, and building on the positive relationships with all key stakeholders, both internal and external. The post holder will provide inspiring and motivational leadership for the existing Admissions and Marketing team.

We are seeking someone who will bring new ideas and approaches and will continue to generate excitement and energy at Earlscliffe, while continuing to refine and improve what is already on offer.

Given the context for this post and the broad knowledge base required, candidates from (or connected to) the world of independent schools are encouraged. However, previous school experience is not an essential prerequisite: we invite applications from effective leaders with relevant experience from a range of backgrounds.

The successful candidate will have the aptitude and capacity to bring the two key functions of the role together, fostering collaboration and consistency with the wider school. They will bring vision and creativity to enable further growth, to the benefit of the whole school. In addition, there needs to be a real empathy towards schools. A proactive willingness to embrace wholeheartedly the many benefits of being part of the Earlscliffe team is essential, as is a genuine resonance with the school's ethos and values.

I look forward to receiving your application.

Joss Williams, Head Teacher

josswilliams@earlscliffe.co.uk

www.earlscliffe.co.uk

www.dukeseducation.co.uk

Job Role: The Head of Marketing will be responsible for the development and implementation of the School's marketing plan, as well as the successful management of an efficient and effective admissions function. Key to success will be the effective positioning and marketing of the School, giving it a distinct and empathetic 'feel' that is attractive locally, nationally and internationally.

Responsibility: The Head of Marketing and Admissions is responsible, along with all other non-academic staff of the School, to the Head Teacher, Mr Joss Williams. The Head of Marketing and Admissions will be part of the Senior Leadership Team (SLT).

Job Purpose

The main purpose of the Head of Marketing and Admissions is to ensure the effective promotion of Earlscliffe. This may be to students and parents directly or to our large agent network.

Duties

They will be responsible for:

- Contribution to and development of the annual marketing strategy for Earlscliffe
- Development and implementation of all digital media channels including social media
- Overseeing the marketing budget and its allocation across the various channels and markets
- Manage the Marketing and Admissions team
- Ensuring the student targets are met
- Leading and facilitating all internal and external communications including online presence and social media
- Organising and ensuring the smooth running of the admissions process
- Undertaking marketing and events management and liaison with agents worldwide - this role includes extensive travel overseas.

Specific tasks to achieve the above:

Leadership and Management

- Managing of staff: the Marketing Manager and the Admissions Administrator
- Being a member of our Senior Leadership Team (SLT)
- Building a strategic marketing plan and ensuring its implementation
- Developing the Earlscliffe brand
- Reviewing current practices and improving efficiency
- Tracking and reporting to Governors and Head Teacher

JOB DESCRIPTION

Marketing and Communications

- Building up professional working relationship with our agent network
- Maintaining and developing our agent database
- Co-ordinating all external communications as required and ensuring consistency in external communications
- Planning events such as valedictory dinner or parents / student visits
- Being involved in the production of newsletters and marketing & admissions materials
- Managing communications related to admissions, in particular responding quickly and

accurately to enquiries and requests for information, recognising that every such communication is a PR exercise

- Communicating matters arising through appropriate channels to colleagues
- Researching, developing and implementing effective communications strategies
- Regularly reviewing the website in comparison with competitors within the sector and proposing, and then executing developments and improvements
- Managing mailings of brochures/htmls/postcards etc
- Giving presentations and attending exhibitions/agent fairs abroad
- Travelling to visit our agents abroad as and when appropriate to maintain our excellent relationships with agents all over the world
- Developing and managing digital and social media provision and increase video and digital technology to promote the school
- Liaising with internal and external agencies for the production of adverts for press
- Exploiting PR and marketing opportunities in local, national and international press
- Setting up and developing our Earlscliffian Alumni Organisation
- Tracking all marketing activity
- Liaising with the Co-curricular Administrator and other staff to ensure regular communication on social media
- Conducting regular research and reviews and monitoring trends within the market
- Liaising with Julie Fish, Marketing Director (Short Courses) and also the Dukes Education sales team

Admissions

- Leading our Admissions Department
- Developing and implementing a strategy for recruitment of students
- Monitoring and tracking data at every stage of the admissions cycle in order to determine conversion rates and customer satisfaction with every stage of the process
- Ensuring that accurate and relevant records are maintained for admissions and included on Isams
- Organising and running events such as agent fairs as per marketing plan
- Coordinating visits from agents and students/parents and helping with tours of campus
- Providing accurate and timely information on the admissions process along with all relevant data, and analysing it
- Ensuring Agency Agreements are in place for all active agents and relevant checks are completed
- Proactively maintaining positive relationships with all agents
- Ensuring excellent customer service
- Liaising with the Academic and Pastoral Departments within Earlscliffe, ensuring an effective handover
- Overseeing and allocating scholarships in conjunction with the Head Teacher
- Visas and Compliance
- Liaising and overseeing the CAS submission via Newland Chase, ensuring applications are pushed through and completed in time
- Ensuring compliance of the admissions data (with GDPR, Ofsted etc).

PERSON SPECIFICATION

Essential

- Educated to degree level preferably with a marketing / PR and business background
- Strong organisational skills, presentable and articulate, passionate about education
- Excellent communication and copywriting skills
- Ability to develop strong, effective working relationships with clients all over the world
- Ability to travel
- Ability to work independently
- Computer proficient
- Experience of marketing schools to international clients – especially across Europe
- Digital marketing experience
- Be a strategic thinker who can operate as a team player, whilst being able to lead and motivate a team
- Experience of working in an educational setting preferably within an admissions, PR, marketing, communication role at middle management level
- Ability to work under pressure and to deadlines
- Confident in the use of social media
- Experienced manager / team leader
- Experience of delivering and evaluating marketing campaigns

Desirable

- Knowledge of other languages
- Marketing qualification
- Knowledge of working with Adobe InDesign

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact, will be to adhere to and ensure compliance with the School's Safeguarding Policy Statement at all times. If, in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the school s/he must report any concerns to the School's Designated Safeguarding Lead.

OTHER INFORMATION

Working Hours

The working hours for this role are 08.30-17.30, Monday to Friday, all year round with a one hour break each day. Given the seniority of this position, you will be expected to work the hours necessary to fulfil the responsibilities of this post, which will include working some weekends and evenings to support school or agent events. Working hours outside those stated above are included in the remuneration and holiday allowance above.

You are entitled to 28 days holiday each year, which includes bank holidays. Staff are provided with complimentary lunch during operational time. A statutory pension scheme is offered.

Safer Recruitment

Earlscliffe is committed to the safeguarding of our students. All staff undergo an enhanced check with the Disclosure and Barring Service as well as the Barred List, prior to appointment. Any offer of appointment is subject to a satisfactory DBS result, health check and of course, references, one of which must be from your current or most recent Headteacher/employer.