



Radnor House

— SEVENOAKS —

Job Description

MARKETING & ADMISSIONS ADMINISTRATOR

Line Manager: Director of Marketing & Admissions
Hours: Full-time, 8.30pm to 5.00pm, Monday to Friday (52 weeks)
occasional work required in the evenings/weekends

Summary of the role:

The Admissions Assistant supports the Director of Marketing & Admissions and the Admissions Registrar in its marketing activities and in the recruitment of pupils to Radnor House Sevenoaks. The role plays a crucial part in delivering a welcoming, warm and professional admissions experience from initial enquiry to joining the school therefore excellent interpersonal skills are key. The role reports to the Director of Marketing & Admissions and undertakes all aspects of admissions administration, logistical management and communications process for prospective parents.

Main Duties and Responsibilities:

Marketing

- Responsible for the management and implementation of all digital campaigns working closely with the Director of Marketing & Admissions to drive digital marketing for the school
- Take responsibility for the social media strategy, managing the content schedule, ensuring posts are captivating and consistent with the school's tone of voice
- Manage the website both in content and performance
- SEO management - to ensure content is SEO friendly and optimised
- Create written content for press releases and news features on the website
- Assist with the production of communication materials (prospectus, leaflets, website information booklets, open morning publicity, etc.)
- Maintain a provision and a catalogue of good quality photographs for use in marketing materials and website
- Work with the Director of Marketing & Admissions on one-off campaigns

Admissions

- Answer telephone and email enquiries and book visits to the school, log details on to our Management Information System (Admissions Plus) and send out prospectuses
- Manage all safeguarding administration for new joiners and leavers
- Manage Nursery admissions and session bookings
- Assist in organising assessment days and taster days

- Prepare packs of information to new school entrants (induction booklets, parent information handbook, clubs booklet, etc.)
- Assist with Open Mornings and Parent events, to including, production of materials, signage and the organisation of refreshments
- Administer all registrations and reference requests

Safeguarding Responsibilities and Level of Regulated Activity

- Promote and safeguard the welfare of children and young persons in the school
- The level of Regulated Activity for this role means that this position involves working on a regular basis at Radnor House where the work gives opportunity for contact with children

Other considerations:

- Work effectively with all members of the Marketing & Admissions team
- Ensure that all administrative tasks are dealt with efficiently and promptly throughout the year
- Members of staff should, always work within the framework provided by the school's policy statements to fulfil the general aims and objectives of Radnor House Sevenoaks
- To undertake such other duties as the Head may reasonably request
- To carry out the roles outlined in this job description to the highest level

The post holder may also be required to undertake other duties and responsibilities commensurate with the grade and scope of the post.

PERSON SPECIFICATION

Qualifications

- Educated to A-level/Level 3 or academic/working equivalent
- Schools admissions training would be preferable

Experience:

- Website and social media management
- Marketing and events organisation and administration
- Use of Management Information Systems & CRM (e.g. SIMS & Admissions Plus) would be preferable
- Working within the Independent School sector would be an advantage

Skills & Knowledge:

- Outstanding computer literacy (Word and Excel essential) and highly competent in the knowledge of databases
- Excellent interpersonal and communication skills, both written and oral
- Can quickly build rapport with a diverse group of stakeholders demonstrating an engaging, warm and approachable manner
- A self-starter who works well independently and bring their own initiative and ideas to the role
- Demonstrates high work standards together with an excellent eye for detail
- An organised approach with strong time management skills, able to work calmly under pressure and prioritise work as necessary
- A strong team player who can support others in the team and across the school

The above statement of Responsibilities is agreed to be an accurate job description

This Job Description should be read in conjunction with the Staff Handbook, a current copy of which is available to all staff on the school's management systems.