



RISHWORTH SCHOOL

Marketing and Admissions Officer

Job Description

Responsible to:

Director of External Relations and works closely with the Head of Admissions

Remuneration:

Circa £25k –dependent on experience.

Responsible for:

Rishworth School is a through school and therefore the Marketing and Admissions Officer is required to undertake marketing activity for the whole school: Nursery, Heathfield Prep, Rishworth School and the Sixth Form.

This is a varied and exciting role that uses multi-channel marketing techniques to promote Rishworth School to students, staff, parents, alumni, and external partners around the world.

The Marketing and Admissions Officer is responsible for contributing to the delivery of internal and external marketing and communication across the School. This will involve:

- Producing engaging marketing materials for social media, website, email and print
- Copywriting, proofreading, and brand awareness
- Advert and newsletter creation
- Design, photography, and video creation
- Administration and database management
- Organising and attending events
- Student and alumni engagement
- Enquiry management and customer service
- Print and merchandise coordination including distribution of marketing materials

General Responsibilities and Duties:

1. Social media

1.1. Assist in the co-ordination and population of the social media planner for all business streams.

1.2. Update and maintain Rishworth School's social media channels to ensure a regular flow of current news and encourage engagement. These include Facebook, YouTube, Twitter, LinkedIn and Instagram.

1.3. Ensure social media enquiries are handled promptly and engage with followers.

1.4. Create written content and visuals with photography and video.



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1.5. Research and develop future social media channels e.g. Tik Tok.

2. Communications

2.1. Manage enquiries through our central inboxes, signposting to the correct department and offering excellent customer service.

2.2. Plan and implement regular email communications to prospective parents, students, alumni and partners. Monitor response rates, segment data, and manage database contacts.

2.3. Proof reading and copywriting

3. Website

3.1. Make web updates to reflect our curriculum offering, as required.

3.2. Populate news on the website. Liaise with internal staff to gather content.

3.3. Work with the Director of External Relations to evaluate usability and make improvements, as required.

3.4. Assist with maintaining Rishworth's profile on directory and external partner websites.

4. Marketing asset coordination

4.1. Identify opportunities to collect photography and video assets.

4.2. Arrange and take photos and video footage, when required.

4.3. Maintain a library of high-quality up-to-date photography for throughout the school and catalogue asset records on a database.

4.4. Coordinate and gather student and alumni profiles, including video and photography assets.

5. Design & Print

5.1. Assist with creation of brochures, ensuring content and branding is correct - including prospectus, course guides, handbooks etc.

5.2. Produce bespoke print/digital materials to support specific campaigns.

5.3. Co-ordinate the Rishworthian magazine.

5.4. Liaise with external suppliers on print and merchandise requirements and maintain ongoing records.



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6. News & Media

6.1. Gather newsworthy Rishworth School content and regularly disseminate to relevant associations, publications, education outlets and the press both locally and internationally.

7. Planning

7.1. Plan marketing priorities based on assigned objectives.

7.2. Plan communications based on recruitment activities and the Rishworth calendar.

7.3. Conduct market research, including competitor and benchmark analysis.

7.4. Conduct research and analyse data to identify and define audiences.

8. Events

8.1. Liaise with feeder schools and arrange visits.

8.2. Support in the organisation and execution of school events including but not limited to: Open Days, Taster Days, and Transition Days.

8.3. Create a calendar of marketing and promotional activity for Rishworth School Open events.

9. Admissions

9.1. Assist with taking enquiries.

9.2. Assist with the collection of evidence and paperwork where required.

9.3. To contribute to the design and implementation of recruitment activities.

9.4. To support the promotion of bursary and scholarship opportunities.

10. Miscellaneous

10.1 Be flexible in developing skills as requirements evolve.

10.2 Attend and be an active participant in marketing meetings.

10.3 Attend events in the evenings and at weekends where required.

10.4 Carry out any other task as reasonably required by the Head and DER.

10.5 Be proactive with workload.



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- 10.6 Adopt an organised and structured approach to fulfilling the duties and responsibilities of the role.
- 10.7 Communicate appropriately at all levels.
- 10.8 Be trustworthy and adhere to the School's Code of Conduct and policies.
- 10.9 Consistently demonstrate high standards of behaviour and appearance and encourage the same from others.
- 10.10 Adhere to protocol and respect confidentiality in all matters, also protecting any data relating to the area of work in accordance with the Data Protection Act 1998 and the General Data Protection Regulation (GDPR) 2018.
- 10.11 All employees of Rishworth School are responsible for promoting and safeguarding the welfare of children and young persons and must adhere to and ensure compliance with the School's Safeguarding Policy. If in the course of carrying out the duties of this post, the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the school, this must be reported to the Designated Safeguarding Lead.

Signed by the School:

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Signed by individual:

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Print Name:

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Print Name:

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Date:

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Date:

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