



Leehurst Swan School

REGISTRAR AND MARKETING OFFICER CANDIDATE PACK



THE SCHOOL

Leehurst Swan is a leading independent day school based in the city of Salisbury, Wiltshire. With over 200 pupils on roll aged 4 to 16, and an Outstanding ISA inspection rating in 2017; the School is under the leadership of Mrs Mandy Bateman and was found compliant in all components of the Regulatory Compliance Inspection that was conducted by the ISI in 2020.

At Leehurst Swan, our pupils are at the heart of everything we do. We recognise the uniqueness of each child and it is our privilege to guide them on the road to discovering their talents and achieving their true potential. We offer a family-friendly, nurturing environment and a broad and varied education which both stimulates and challenges. We seek to encourage a true enthusiasm for learning, and to help pupils grow in knowledge, wisdom and understanding, whilst preparing them for their future beyond school.

We have been educating children on this site for over 100 years and our academic record is very strong. However, we also firmly believe learning should be imaginative and fun, and we place learning and laughter at the heart of all that we do. We are a small school, which allows us to provide individual attention, exciting opportunities and creative activities for all our children, so they can find their voice and receive the best preparation for their future beyond school.

THE ROLE

The Registrar will be responsible for pupil recruitment and delivering prospective parents the best experience of Leehurst Swan School and all it has to offer their children.

The Registrar reports to the Headteacher and works closely with the Bursar and teaching staff to ensure successful pupil recruitment. The Registrar also acts as the Marketing Officer and will be responsible for the planning and co-ordination of the marketing campaigns, managing the social media channels, maintaining brand reputation and driving brand awareness to attract pupils and build on the excellent reputation of the School.

Tasks are wide ranging and the Registrar must therefore manage their time effectively, organising and planning work over the school year to meet strict deadlines. The Registrar also assists with various routine and mundane tasks, especially at busy times or when urgent needs arise.

The role of Marketing Officer is to lead on the development and implementation of the marketing strategy to increase awareness of the School in line with brand identity and strategic goals.

Delivery of engaging online and offline content, in line with the agreed Marketing Plan, that brings to life the unique identity of the School and ensures an integrated and consistent experience across all communication touchpoints.

The post of Registrar and Marketing Officer is term time plus an additional 4 weeks to be agreed with the Headteacher.

APPLICATION PROCESS AND IMPORTANT DATES

Applicants should download and complete the following documents from the school website:

- The application form;
- Write a covering letter highlighting any strengths and reasons for applying for the post;
- Submit a current copy of their curriculum vitae.

Applications should be sent to the Headteacher's PA and be emailed to patohm@leehurstswan.org.uk

Applicants must be willing to undertake a full enhanced DBS check, complete a health declaration form and be willing to undertake any screening for child protection reasons.

If you would like further details about the school, or you would like to have a look around the school, please contact the School Office in the first instance.

Closing Date for Applications: Tuesday 13th December.

Interviews will be held on Monday 9th January.

Start Date: February (negotiable for the right candidate)



JOB SUMMARY

Duties and responsibilities of the post of Registrar

To manage and co-ordinate the process for the successful recruitment of pupils into Leehurst Swan School.

To maintain and administer a computerised database of potential pupils and to input new pupil and parental data onto the school's database systems.

To respond positively to enquiries from prospective parents, to forward appropriate information and to follow up, recording details of this process.

To manage parental expectations professionally and politely, informing them of the progress of their application. To establish background information, relevant to the application.

To keep information for prospective parents up to date and to liaise with the Bursar to ensure that it is legally compliant.

To welcome and show prospective parents and pupils around the school.

To administer the admissions process, communicating with parents and staff to arrange assessments, visits and interviews and to request reports from previous schools and/or parents.

On receiving instructions from the Headteacher, to prepare and send offer, waiting list, refusal letters, contracts and terms and conditions of place acceptance to parents, together with other literature. To monitor their return and to notify the Bursar and Headteacher of acceptances and rejections.

To regularly communicate with parents of pupils on the school's waiting list and with parents who have accepted places for their children, personally, electronically and by post.

To distribute information for new pupils in a timely manner.

To organise welcome events for parents of new pupils.

To organise and advertise Open Days in a timely manner. To issue invitations to prospective parents. To set up displays, assist with the preparation of handouts and the smooth running of the day. To meet with parents and pupils and organise refreshments.

To regularly update the Headteacher and Bursar on present and projected pupil numbers, pupil spaces, scheduled visits, assessments, acceptances and start dates.

To research and prepare statistical and other data as requested by the Headteacher and Bursar. This includes tracking the sources and destinations of pupils joining and leaving the school.

To update areas of the school website relevant to the admissions process.

To produce the Leavers' Survey and collate and report on the results.

To participate in Headteacher's Teas with parents.

To carry out any other duties reasonably requested by the Headteacher and Bursar particularly during the school holidays and when there is a high volume of general administration to be dealt with.

Duties and responsibilities of the post of Marketing Officer

To manage the School's core values and ethos across a range of platforms including social media, website, print media, PR and key promotional literature

To optimise the School's presence on social media, working with teaching and non-teaching staff to collect high quality photography, video and written content.

To develop an appropriate engagement strategy for each social media channel (frequency and type of posts, use of paid versus unpaid activity etc.)

To work towards an agreed target regarding number of posts per week on each social media channel in use by the School

To spend quality time each week around the School, capturing formal events and the day to day life within the School

To monitor and engage with followers of the channels and to keep abreast of market intelligence across the sector and target customer audiences to establish any changes in strategy that may be required

To work with external agencies to support the successful delivery of paid campaigns and monitor their effectiveness

To manage the school website, and continually update to reflect the School's core values, messaging and successes to fully reflect life at Leehurst Swan School

To develop, design and manage all school publications, including the School prospectus, welcome letters, information booklets and newsletters

To build relations with appropriate press, prepare press releases, editorial and advertising copy and maintain press archive

To ensure that the USP and school brand are consistently presented, liaising with staff and implementing standards across the whole School

To attend appropriate external events and networking opportunities as an ambassador of the School

To organise School photography and videos for use in promotional materials

To prepare for major school events including Prize Giving Days and Evenings, Open Days, Concerts, Parent's Afternoon Tea, Art Exhibitions, School Fete, Carol Service and other services throughout the year and attend In Service Training Days.

Personal Specification

Polite, well presented with dress standards and appearance appropriate to the role with a helpful, approachable and positive nature and the ability to stay calm under pressure.

Substantial administrative and organisational skills including high level of attention to detail and accuracy, ability to multi-task and prioritise to meet deadlines.

Strong, confident and assertive personality coupled with excellent communication skills with the ability to relate to people on all levels with sensitivity, tact and diplomacy.

Ability to present the school in a professional and positive way to parents and parents of prospective pupils.

Ability to liaise and co-operate with colleagues and to work effectively in a team, accepting accountability for own actions and responsibilities.

High personal standards in creating and developing professional relationships with colleagues, parents and pupils and other professionals.

Excellent command of the written and spoken English and numeracy.

A passion for digital content in particular, with experience of managing websites and social media channels and to be able to craft engaging digital content, through video, imagery and text. The ability to write well and to have a creative eye is essential.

First class IT skills - confident with the use of Microsoft applications and school MIS, and management of social media and website content.

An empathy with the school's aims and ethos will be critical, and a desire to be immersed in school life will be central to success in this role with a willingness to represent the school at internal and external events including but not exclusively open days/evenings, transition days etc.

Someone who can present themselves professionally but does not stand on their dignity when something needs to be done.

Experience in an independent school will be an advantage, but other relevant experience will also be considered.

