

NOTRE
DAME
SCHOOL



Candidate Information Pack

DIRECTOR OF MARKETING AND ADMISSIONS

Permanent, full time, all year round
Required ASAP



Our School

Notre Dame is an independent Catholic Day School set in 26 acres of beautiful, rural Surrey parkland. We warmly welcome families of all faiths and none. At Notre Dame School, we are unashamedly holistic, and our 700 students from aged 2-18 are at the centre of everything we do. At Notre Dame, we focus on **Happiness and Success** – in that order. We are profoundly committed to this educational philosophy and through it we fulfil our aim of providing an exemplary **all-around education**. The academic, creative, physical, moral and intellectual challenges expected in all good schools, complete with state-of-the-art facilities, are balanced with fun and laughter and a trusting and compassionate atmosphere which enables everyone in our community to be the best possible versions of themselves.

For more than 400 years, pastoral care has been embedded at the heart of our approach to education. This is not at the expense of academic rigour. Rather, it forms the bedrock on which academic excellence is built: happy, comfortable and secure children and young women make confident and successful learners. All our students, from the smallest to our Sixth Formers, have access to our wonderful grounds and on-site facilities – all-weather sports pitches, indoor swimming pool, professional theatre, gymnasium, sports hall, music rooms, dedicated science laboratories, libraries and woodland Forest School.

Notre Dame School is proud to have been shortlisted for the TES Independent Senior School of the Year Award 2023.

Heritage and Ethos

The Company of Mary Our Lady was founded in Bordeaux in 1607 by St Jeanne de Lestonnac to educate girls of all faiths and is the oldest recognised educational order in the world. Today there are more than 300 CoMOL schools, educational foundations and projects across 26 countries. Notre Dame School is the only one in the UK.

Our foundress, St Jeanne de Lestonnac, a mother of 5 children, was a progressive and dedicated educator. She grew up in an intellectual and cultured family and was exposed to many different religious and philosophical perspectives. Her forward-thinking approach to education is as fresh and modern today, and we strive to live up to her indomitable spirit and drive and remain committed to her mission statement:

'Accompanying young people in their efforts to build their lives for today and tomorrow.'

Marketing and Admissions Department

The Marketing and Admissions Department is a creative, busy and award-winning department responsible for all admissions into the school from Nursery to Sixth Form and is committed to providing an exceptional, experience for prospective families at whatever point they join the school.

The department is responsible for marketing and communicating the ethos of the school to all our stakeholders in an authentic and consistent manner, whether this is through marketing materials, brochures, website, social media or stakeholder events.

The team currently consists of an Admissions Manager, Marketing and Events Manager, Admissions and Marketing Coordinator and Alumni Manager, who report to the Director of Marketing and Admissions. We also have a Digital Marketing and Social Media Manager.

The Admissions and Marketing Department is always looking to innovate and constantly improve the experience for prospective and existing parents, in line with the ethos across the school.



Independent School Inspections - ISI

Our latest ISI inspection judged the school to be "excellent" in all areas and our pupils' behaviour to be "exemplary".



The Role

Position Title:

Director of Marketing and Admissions

Line Manager:

Bursar

The function of the post

Strategic and **operational** direction and oversight of the Marketing and Admissions Function.

We are looking for an inspirational leader and strategic thinker to lead an innovative, dynamic and award-winning Marketing and Admissions team. The Director of Marketing and Admissions is responsible for the strategy and operational delivery of a proactive, effective and efficient Marketing and Admissions Team.

Main duties and responsibilities

- **Strategic** and **operational** direction and oversight of the Marketing and Admissions Function.
 - Lead on the development and delivery of outstanding digital marketing and communications plans and build and maintain excellent relationships with all key stakeholders, both internal and external
 - Define and lead the strategic development and communication of the brand internally and externally
 - Deliver a market-leading, streamlined, professional Marketing and Admissions capability
 - Lead on the school's communication with others including social media and digital marketing
 - Implement analytical tools to collate and interpret data to develop and enhance marketing strategies
 - Enhancing the department's SEO, website and digital skills
 - Upskilling key stakeholders
 - Develop links with feeder organisations and individuals to effectively manage the school's pipeline
 - **Line management** of the Admissions Manager, Marketing & Events Manager, Alumni Manager, Digital Marketing, Admissions and Marketing Coordinator and Social Media Manager, providing motivational leadership, and completing the annual appraisal cycle.
 - Ensure that processes within the marketing and admissions function are efficient, effective and documented, including the selection and introduction of a new CRM system to support parents and paperless admissions.
 - Ensure that data is held in accordance with GDPR (General Data Protection Regulation) regulations, including ensuring that a strategy is in place for appropriate and timely data purging.
- Support** families proactively, whatever their point of contact, and build trusted relationships through the delivery of an exceptional customer journey which at all times reflects the compassion and ethos of the school. With the Admissions Manager/Marketing and Events Manager:
- Ensure the delivery of an effective, efficient and customer-focused admissions function from first contact with the school through visits, to registration, assessment and admission
 - Develop, plan and oversee the delivery of successful entrance processes for students at all entry points, including examinations, scholarships assessments and Taster Days.
- Ensure that the Scholarships and Bursaries policy and delivery support the needs of the school whilst also contributing to accessibility and diversity within the school community.
- Communicate** the school's ethos, excellence and expertise to educate through transparent and personalised conversations, literature, events, initiatives and visits, that target key intake points, the wider prospective marketplace and existing families and staff. With the Marketing and Events Manager:
- Act as custodian of the Notre Dame 'brand' - develop and manage the school's branding - both internally and externally - and messaging, ensuring that it is consistent, compelling, and aligned with the school's mission and values.
 - Find innovative ways to reach pupils who would benefit from our transformational bursary programme.
 - Ensure consistency across the School community in communicating the 'brand' and ethos in all markets, in particular reviewing all mass communications which are sent out from the School.
 - Develop and manage the school's marketing and communication plan, including website content, social media, print and digital advertising, email marketing, and other channels.
 - Develop and deliver an internal communications strategy that ensures that parents are engaged and excited by and committed to our school community.
 - Develop marketing materials and publications, from concept to delivery, including display material, promotional items, banners, prospectuses, leaflets, the annual Review and videos.
 - Ensure the delivery of events, including Challenge Days, Celebration events, School Open Days, Future School fairs, and many more.
 - Manage relationships with feeder schools, building up an awareness of current feeder and competitor schools locally. Identify future potential feeder schools.
 - Oversee the purchase and use of promotional merchandise and ensure that it aligns with the school's sustainability/eco-policy.
 - Ensure that all activities within the function support the school's sustainability/eco-policy.
 - Identify new markets and market segments and target marketing efforts accordingly.
 - Ensure that all feeder schools are informed of their former pupils' progress.

- Build on the school's position as a centre of excellence and an involved and valued member of the wider community through proactive participation and contribution.
- Develop relationships with local businesses/stakeholders and explore opportunities for partnerships that are mutually beneficial to students and the wider community (e.g., Chelsea FC. Industry projects).

Promote the school and school events to maximize our profile within the marketplace through local, targeted advertising and editorial across our whole catchment and beyond, including an increasing digital presence and use of social media. With the Marketing Manager:

- Effectively promote Open Events and ensure attendance by at least one member of admissions staff at school fairs at feeder prep schools and in key markets
- Design and organise advertising campaigns and a programme of lane sliders
- Develop and maintain press contacts and liaise with the press to strategically place editorials, advertorials and good news stories and promote events including attending exam results days
- Work collaboratively on the school website and social media content to ensure consistency of marketing messages and to always ensure the content positively promotes the School
- Raise the profile of the school by submitting high-quality award submissions.
- Raise the profile of the school through commentary/ thought leadership in the press and on social media.
- Identify opportunities for outreach which deliver our charitable status responsibilities and build relationships within our community, in particular with local state schools, and showcase our excellent facilities and teaching standards.

Inform school leaders and governors through the provision and interpretation of timely, accurate and pertinent management information to facilitate retrospective evaluation and strategic forward planning.

- Monitor trends in a range of management information data series – ensuring the highest standards of data collation, cleaning, analysis and interpretation
- Design and maintenance of Roll Projection Model to enable accurate projection of pupil numbers and to facilitate financial forecasting
- Prepare and deliver reports and presentations for Governors, Executive Team and SLT
- Monitor the independent school marketplace, including competitor schools.
- Play a key role in the development and communication of the school's strategic development plan, in particular where that relates to recruitment and retention of students.

Budget strategy, planning and monitoring

- Plan, oversee and report on expenditure, income and budgets in support of marketing and communications activities
- Monitor the results and cost-effectiveness of all marketing and admissions activities.

For the avoidance of doubt, the duties and responsibilities contained within this job description may change from time to time according to the requirements of the role and it is not intended to have contractual effect.

The Person

General Expectations

- Consider carefully issues of confidentiality when dealing with school matters.
- Be part of a school community which affords equal value to all its members, is seen to be just and encourages mutual respect, concern for others and truthfulness.
- Willingness to support colleagues by carrying out additional tasks as necessary within the Marketing and Admissions function and the wider school.

Education/Qualities/Skills

Experience/Education:

- Educated to at least A level standard or equivalent, with GCSE Maths and English language
- Knowledge of marketing principles and practices, with a track record of developing and implementing marketing and advertising campaigns
- PR and communications experience, including copywriting for press releases and publications and building press relationships
- Hands-on experience in event planning and delivery
- Ability to generate and utilise statistics to track, analyse and forecast pupil roll
- Excellent ICT skills, including word processing and publishing software
- Purchasing, budgeting and reporting experience preferred
- Familiarity with working within the culture of a school environment preferred

Personal characteristics:

- Inspirational leader and strategic thinker with a strong business development focus
- Empathy with the school's values and ethos
- Commitment at all times to the delivery of a sector-leading standard of customer service

- Commitment to working interactively, supportively and flexibly as part of a team
- Proactive, adaptable and self-motivated with a desire and ability to use own initiative
- Excellent organisation skills and level of oral and written communication skills
- The ability to write and speak messages that are clear, convincing and inspiring
- Accuracy and attention to detail
- A proven understanding of and ability to interpret databases and their use
- Creativity, with an artistic eye
- Professionalism and integrity – able to maintain absolute confidentiality and discretion - the post holder handles much sensitive and confidential material.
- Ability to handle challenging situations and tensions in a calm, professional manner

Health and Safety

All employees have a legal duty to ensure the safety of themselves and all the pupils and staff within the school as detailed in the Health and Safety at Work Act 1974.

Data Protection

All employees should familiarise themselves with and follow the Data Protection guidelines and practices.

Safeguarding

The school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

For the avoidance of doubt, the duties and responsibilities contained within this job description may change from time to time according to the requirements of the role and it is not intended to have contractual effect.

Benefits of Service

Hours of work

Full Time, All year round. 37.5 hours a week. Monday to Friday

Remuneration

Notre Dame Salary Scale NJC41 - NJC46: **£44,427 - £50,097** (FTE)

Benefits

The School has high expectations of its staff and therefore looks to reward them with a competitive salary scale and beneficial conditions of service

- There is an extensive induction programme for all new colleagues, and ongoing professional development is encouraged
- Staff development programme
- Staff wellbeing programme, including a paid well-being afternoon each year
- Financial contribution to eye tests and glasses for eligible staff
- Employee Assistance programme - counselling, financial advice etc.
- Staff discount on school fees after one-year continuous service
- Free lunch during term time
- Free coffee/tea during term time
- Free use of the school's leisure and sporting facilities, including a heated indoor pool
- Commute by school coaches during term time, subject to availability
- Employee Referral Bonus Schemes
- Electric Car Charging
- Free parking
- School nurse during term time



Selection Process

Shortlisted candidates will be interviewed by the Bursar and members of the SLT. Candidates will be asked to complete a presentation, details of which will be given to shortlisted candidates. Candidates will also be given a tour of the school. Please note that before making an application for any vacancy listed, you should familiarise yourself with our **Recruitment Privacy Notice, Safeguarding Policy, Safer Recruitment Policy, Keeping Children Safe in Education** and **Equal Opportunities Policy** which are available at: notredame.careers.eteach.com

Notre Dame School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

The School is an equal opportunities employer and is fully committed to a policy of treating all its employees and job applicants equally and does not discriminate on the grounds of race, physical or mental disability, national origin, colour, family status, gender, religion, sexual orientation, age or any other characteristic protected by law. For any queries, please contact HR at recruitment@notredame.co.uk or call 01932 589480.



**Please complete the online application form
available on our career site on eTeach:**

www.eteach.com/careers/notredame-co/#/

CLOSING DATE: 9am, Tuesday 9 May 2023
INTERVIEWS: Week Commencing 15 May 2023
START DATE: ASAP