



Director of Admissions, Marketing and  
Communications

# Bancroft's

Independent Co-educational Day School 7-18

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**[www.bancrofts.org](http://www.bancrofts.org)**

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## The Role

We are seeking to recruit a Director of Admissions, Marketing and Communications to provide strategic direction and inspired leadership for the school's admissions, marketing and communications. It is a pivotal new role reporting to both the Head and Senior Deputy Head (SDH) and will be part of the extended Senior Leadership Team. This is an exciting opportunity for an experienced admissions, marketing or communications professional to take ownership of raising the School's profile to maintain and improve pupil numbers and to lead in implementing the vision for the future of Bancroft's. The postholder will be able to demonstrate an enthusiastic, creative and proactive approach for the School's admissions, communications and marketing activities and must work to promote Bancroft's School, our ethos and considerable achievements. The postholder will line manage the Admissions and Marketing teams.



## Key Responsibilities

### Admissions

- Oversee student enrolment by leading the School's admissions and marketing strategies and overseeing the functions
- Production and presentation of management reports in submission of admissions activity



- Maintenance and, where possible, improvement of the efficiency and effectiveness of admissions procedures
- Lead and support the team with the full admissions process for our prospective students.

## Strategy and Planning

- Research and analysis of marketing and admissions data.
- Develop and manage the advertising campaign in line with the School's strategic aims and track its effectiveness.
- Lead and support with the organisation of School event days.
- Track, monitor and evaluate all our marketing activity, both offline and digital.
- Proactively identify areas for improvement in the School's customer service and communications and provide support and guidance to ensure all communications meet the necessary standards.

## PR and Media Management

- Build and maintain good working relationships with key contacts on our targeted media list (local newspapers, magazines, radio and TV) as well as with the independent schools' professional bodies.
- Organise and plan visits.
- Build and maintain working relationships with Bancroft's staff and be a point of contact for advice and support.
- Develop and lead a positive public relations strategy. This includes writing regular news stories promoting the work and success of our pupils, staff and the School.

## Digital

- Oversee and provide direction and support for the admissions, marketing and communications team to assist with content, style and design of the School website.
- Oversee the school's social media activity – advising on the appropriate channels, messages, activity and forward planning.



- Manage the day-to-day activity of the School's social media and review regularly to address any negative comments.

## Marketing and Communications

- Support and provide direction on the design and content of posters, programmes, invitations and other printed or digital documentation.
- Plan and prepare for open events.
- Working with the SDH to provide assistance and clarity to staff staff in the application of the brand guidelines and corporate identity and act as a brand ambassador.

## Leadership and Management

- Member of the School extended Senior Leadership Team
- Lead, motivate and develop the Admissions and Marketing team
- Monitor and report all high-level metrics, developing and revising strategies and tactical plans where appropriate
- Lead the setting and delivery of Admissions, Marketing, and Communications objectives and targets;
- Set and manage all related budgets in collaboration with the Bursar
- Report regularly to the Head, Senior Deputy Head, SLT and Governors as required, advising on all matters relating to overall strategy, market trends, marketing and admissions
- Networking and relationship building with all key stakeholders: feeder schools, staff at all levels, the media, current and prospective parents
- Keep abreast of all matters related to education in general and to the independent sector, in particular, ensuring constant monitoring of relevant guidelines, compliance regulations and best practice.
- Demonstrate a commitment to Diversity and Inclusion and to developing best practice in this area relating to admissions and marketing.



## General responsibilities

- Ensure the safety and well-being of children and young people at the School by adhering to and complying with the School's Safeguarding (including Child Protection) Policy and Procedures at all times
- Attend training and staff INSET sessions organised by the School to provide a consistent approach across the entire school staff population
- Adhere at all times to Health and Safety legislation, and all departmental policies and procedures, to ensure their own safety and that of colleagues, pupils and visitors
- Carry out any other reasonable duties as requested by the Head, Bursar and/or members of SLT
- Demonstrate a commitment to improving and developing the organisation's processes and facilities



## Additional Information

- This job description is not an exhaustive list of all responsibilities or duties but reflects the major core of the role.
- The organisation reserves the right to alter the content of this job description after consultation to reflect changes to the job or services provided, without altering the general character or level of responsibility



- In the event of a major incident or disaster, you may be required to provide assistance, in whatever capacity necessary and participate in any training to ensure the School is fully prepared for such events.

## Safeguarding

Bancroft's is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Successful candidates are required to undergo child protection screening appropriate to the role, including checks with past employers and the Disclosure and Barring Service (DBS).



## The Person

The person specification focuses on the range of criteria required to undertake the role effectively. Candidates will be assessed from their Application Form and personal statement, at interview, and by an exercise or task as appropriate.

## Essential Criteria

### Qualifications and Training

- Educated to degree level or relevant professional experience



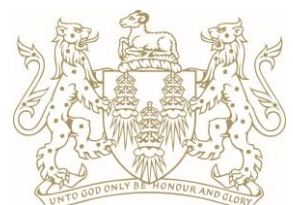
## Skills and Experience

- Understanding and empathy with the aims of Bancroft's school and the independent schools' sector
- Ability to build strong working relationships internally and externally; willingness to work with staff across the school to engage them in marketing activity
- Experience of digital marketing and an understanding of social media and how to use this effectively, adapting style and content as needed
- Strategic thinker who can identify how marketing can support the aims and values of the school
- Vision, creative flair and commercial acumen
- Flexibility, willing to work evenings and weekends when required
- Ability to work under pressure accurately and with attention to detail
- Ability to work as a member of a team, as well as independently
- Excellent verbal and written communication skills, including concise copywriting skills
- Knowledge and understanding of the Microsoft Office suite, desktop publishing and photo editing packages
- Excellent organisational skills including good time management
- Motivated, proactive, hardworking and resilient
- Ability to develop innovative and practical solutions to problems/challenges
- Strong IT skills and knowledge of Microsoft Office applications: Word, Excel, PowerPoint, with a high degree of IT literacy

## Desirable Criteria

### Skills and Experience

- Experience of working within the Independent School sector
- Knowledge about compliance with GDPR
- Understanding of the principles and practices of admissions
- Knowledge about safeguarding





- Knowledge about iSAMS – student and staff management information system, or similar e.g. SIM's, Bromcom.
- Ability to take good photographs and knowledge of video content planning.



## Bancroft's School

Bancroft's School was founded by the Drapers' Company in 1737 on the Mile End Road as a day-school for local boys from a diverse range of backgrounds; the School has come a long way geographically and institutionally since then but remains committed to pupils from a wide range of backgrounds and has a long tradition of excellence.

We are now a co-educational independent day school for around 1200 pupils from 7 to 18 and an unashamedly aspirational school, devoted to scholarship and intellectual inquiry. We aim to provide an atmosphere in which each child can flourish and we believe that children succeed when they take full advantage of the huge range of different opportunities we provide – whether immersed in academic research, being out on the sports fields, taking part in charitable activities, acting on the stage, playing music and attending some of our numerous clubs and societies, our pupils challenge themselves and learn by taking part wholeheartedly in school life.

We have the highest expectations for every child in the School and we support, encourage and nurture each individual; we want our pupils to enjoy life to the full, make enduring friendships and grow up in a friendly, safe but challenging environment.

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At Bancroft's we continually strive to ensure that all our pupils leave here with the confidence, self-awareness and knowledge to thrive in the world beyond, as well as taking with them an awareness of others and an abiding curiosity about the world.

Bancroft's has a selective 5 or 6 form entry at 11+, with just under half the pupils coming from the Preparatory School. The school uses its own entrance exam and admits boys and girls in equal proportions. There is a further small entry at 16+, and most pupils stay into the Sixth Form. Public examination results are very strong and place Bancroft's among the top co-educational schools in the country.

After all of the disruptions and uncertainties of the last few Covid dominated years, the 2022 cohort managed to achieve an outstanding set of grades in their external examinations.

82% of all GCSEs at Bancroft's in 2022 were awarded the top grades of 9 or 8; 93% achieved either grades 9/8/7 with 99.9% graded as a 5 or better.

The A level results compared favourably with both 2020 (CAGS) and our last set of pre-pandemic grades (2019) and represent a very significant achievement after such a disrupted 2 years and in spite of these being this cohort's first set of significant exams. Bancroft's pupils achieved 45.1% at A\*; 93% of exams were awarded grades A\* - B.

Bancroft's is a forward-looking, modern school; a centre of excellence for the twenty-first century.



## Working at Bancroft's

The successful applicant will receive an attractive salary package according to experience and expertise. Benefits include free school lunch and refreshments during the day, private medical insurance, pension and concessionary fees for children attending the school (dependent upon academic assessment). We have a generous CPD budget and staff are encouraged to look for opportunities to develop their skills and expertise either to further their career or to support their enjoyment of their role. We have a Staff Wellbeing Group, and an active Senior Common Room who organise a range of social events. Staff have access to various sporting facilities such as the gym and the swimming pool at allocated times. We also have a staff group working on Diversity and Inclusion and are founding members of the Schools' Inclusion Alliance.

## Hours

The post is full time, 52 weeks per year and the working hours are 37.5 per week, 8.00am-4.30pm, Monday to Friday (1 hour unpaid for lunch). There is the scope for some flexibility in these hours subject to negotiation with the successful candidate, including the possibility of term time plus 6 weeks. Holidays for a full-time candidate are 27 days per year, which must be taken during the school holidays, as well as 8 Bank Holidays.

This position requires a level of flexibility so the successful applicant will be expected to work additional time after hours as required to meet the school needs. They may also be required to work occasional Saturdays.



## How to apply

An application form is available to download from the School website, <http://www.bancrofts.org/about-us/employment-opportunities> or by emailing [recruitment@bancrofts.org](mailto:recruitment@bancrofts.org).

