



The Hampshire School

C H E L S E A

MARKETING AND ADMISSIONS MANAGER

Chelsea, London

COMPANY DESCRIPTION

The Hampshire School Chelsea is a leading co-educational London day school offering an Early Years, Pre-Preparatory and Preparatory education for children aged 3 to 13 years. Located just off the King' Road in the former Chelsea Library, the school offers an outstanding curriculum driven by exceptional teaching. The school's historic setting inspires children to achieve their best, discover their own unique abilities and interests whilst aiming high academically. Working in partnership with parents, the School empowers pupils to become lifelong learners in preparation for their future lives with all children transitioning successfully to a broad range of day and boarding schools in London, across the UK and abroad. The Hampshire School Chelsea is part of the GEMS Education group and its European subsidiary, Bellevue Education; a family of schools across the UK and in Europe with headquarters in London, UK.

JOB DESCRIPTION

We are seeking to appoint an experienced and highly capable Marketing and Admissions Manager. The successful candidate is responsible for leading the development of the agreed marketing and admissions strategy to support the growth targets and objectives for the School. S/he will develop and implement timely, tactical marketing campaigns that generate admissions enquiries, and maintain an efficient admissions process to achieve the school's enrolment targets. The successful candidate's key objectives will be to drive recruitment, retention and promote word of mouth and parent satisfaction in the School.

This is an exciting time in the School's development, and we hope that our new Marketing and Admissions Manager will bring energy and initiative and that s/he will play a key role in helping to achieve the School's enrolment and development objectives. The position calls for a high level of relevant experience, a thorough understanding of the world of independent education and for a combination of outstanding administrative, managerial, communication, marketing, IT and people skills.

We are looking for a flexible and goal driven "all-rounder" with an entrepreneurial spirit, a strong work ethic and a drive to build strong parent and pupil satisfaction and awareness in the local community for Elmhurst School. You will be self-motivated, creative and have a sincere interest in other people. With a strong focus on goals and detail-orientation, this role provides you with a great deal of responsibility and autonomy. If you enjoy working hard and are motivated by seeing the results of your efforts, this position will both challenge and inspire you.

In this role you will report directly to the Head, with close links to the Bellevue central marketing team. As an integral member of the wider Bellevue marketing team, you will benefit from groupwide best practice, training, support, guidance and opportunities to network and share ideas.

This is a full-time position, start date: January/February 2021.

MARKETING AND COMMUNICATION

- Work with the Head and leadership team to design an annual marketing strategy based on market research and performance review
- Submit an annual marketing plan and budget allocation aligned to the School's strategic development plan and enrolment targets to Bellevue for review



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- Develop and implement on a term by term marketing action plan for the School to support pupil recruitment and retention
- Conduct regular competitor research and analysis to benchmark the School against local competitors
- Ensure a strong value proposition and brand differentiation is in place, and a clear communication mix and PR strategy
- Manage the School brand guidelines, assets and TOV, ensuring they are used appropriately by all members of the School community
- Responsible for the marketing spend, ensuring activities are planned within agreed budgets
- Ensure groupwide research and insights processes are in place for the School through annual surveys and focus groups, to identify issues and support parent, pupil and staff satisfaction
- Manage and maintain the School's online presence, such as website, social media, listings, with support from Bellevue marketing as necessary
- Develop and manage content for the School's communication channels, such as newsletters, website and social media
- Promote and build good relationships with outside institutions or groups such as nurseries, relocation agencies, and local businesses
- Plan, promote and execute school events such as open days, induction events, school tours and parent events
- Manage school photography and videography, ensuring that the School's image bank is up to date and effectively communicates the School's value proposition
- Draft, collate and edit copy for marketing materials including prospectus, parent handbooks, flyers and adverts
- Liaise with printers, designers and suppliers for marketing collateral and digital requirements

ADMISSIONS AND DATA MANAGEMENT

- Provide a welcoming and efficient point of contact between parents and the School concerning all aspects of the admissions process
- Maintain an effective admissions customer journey and process, and ensure that appropriate and timely action is taken to maximise enquiry generation and conversion at every stage of the process
- Prepare the Head in advance of each parent visit/meeting, and provide regular weekly updates on activities – enquiry levels, visits, etc.
- Conduct tours of the school with visiting prospective families
- Handle all incoming enquiries from prospective parents (by phone, website form, walk in and e-mail) in a timely manner, scheduling school visits and meetings with the Head
- Conduct follow-up calls to parents who did not choose the School, to build awareness of where the school loses pupils to, and areas for improvement
- Maintain the School's iSams database and ensure accurate data input for all stages of the process, reflecting the current status of joiners, leavers, change of address etc, and ensuring that the UPN number has been obtained from the previous School
- Ensure that pupil data with respect to pupil admissions, enrolment, achievement, progression is up to date, accurate, fit for purpose and recorded according to appropriate policies and procedures
- Ensure weekly and monthly KPI reporting and monitoring is in place at the School, and participate in monthly discussions with your Head and Bellevue Group Marketing so that the data is being used effectively to guide marketing and admissions actions



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- Contribute to formal returns on pupil numbers and pupil data, as required, by external agencies such as ISA
- Deliver and develop pro-active support, ensuring effective communication and information provision for all families; from pre-arrival through to completion of studies
- Contribute to the work of the School in accordance with work flows relating to the academic year
- Ensure that the main pupil files are created and maintained, held in the School office, and that the records are retained in the archives according to regulations
- Undertake any duties as required by the Head or Governance

QUALIFICATIONS

- Degree-level or equivalent and/or relevant experience

EXPERIENCE AND SKILLS

- Previous experience working in a marketing, PR or communications role and/or working in an educational setting
- Excellent communication skills with fluency in English
- Ability to liaise effectively with a wide range of families and outside agencies as well as internal staff at all levels
- Excellent interpersonal and team working skills
- Ability to initiate work and to work unsupervised
- Excellent administrative and organisational skills including the ability to prioritise own workload
- IT literate
- Working knowledge of using online content management systems

ATTRIBUTES

- Commitment to the provision of a quality service to pupils and a high level of customer care
- A sensitive and responsive approach to pupil and parent needs
- Organised and able to keep on top of many details and prioritise effectively
- Creative with excellent writing, editing and proof-reading skills
- Extremely sales-minded, energetic and positive
- Good cultural awareness
- Pro-active, forward thinking and possess and exercise sound judgement

REMUNERATION

- Salary: £40,000
- Contribution to pension scheme
- In-house training
- You will be entitled to 25 working days paid holiday. Holiday must be taken during the normal School holidays or at such other times as are convenient for the School.