



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.

Admissions and Marketing Assistant - Job Description

Summary of the role:

The purpose of this role is to support external marketing and admissions applications for Battle Abbey School, and to provide a high level of customer service throughout the admissions cycle. They will directly support pupil enrolment from initial enquiry through to arrival at the Senior School and Sixth Form. They will work closely with the Prep and Nursery admissions and marketing teams to develop a coherent and collaborative admissions approach across the through school.

They will liaise with the Headteacher, Senior Leadership Team, academic, pastoral and support staff with regard to recruitment and marketing strategies, academic standards, the assessment of applicants, the awarding of scholarships and the induction of new students.

The Admissions and Marketing Assistant will directly support the Registrar and Marketing Manager to support all internal, external marketing initiatives and events alongside ensuring full compliance in our admissions process.

Reporting to: Senior Deputy Head

Main duties and responsibilities:

- Act as the internal lead on all admissions pipeline (all reporting)
- Ensure that all enquiries regarding prospective pupils are responded to promptly and followed up at all stages
- Support all aspects of the UKVI process, and become a Level 1 contact
- Assume responsibility for all paperwork accuracy in partnership with the Registrar
- Support the Registrar by becoming a key initial contact for all enquiries and pipeline families
- Provide support to the Registrar for all admissions focused events (taster pupil visits, parent events, enrichment, scholarship, assessment days)
- Support the Registrar in oversight and delivery of the scholarship process
- Effectively market to prospective families, including school events, to help increase recruitment and lifetime engagement
- Participate in key school activities to inform/promote the school to new/existing families
- Support the Registrar with British Boarding Schools Network (BBSN) and independent schools fairs
- Support the Registrar in developing and sustaining a network boarding recruitment agents
- Deliver parent/alumni/prospective families engagement through newsletters/annual reports/updates
- Support the Registrar and Marketing Manager with recruitment/admissions focused material
- In partnership with the Development Officer, support schoolwide BAS Development/BAFPA/FOBAS initiatives to identify specific areas including parent/alumni fundraising
- Support the Registrar and Marketing Manager with building pathway/social media programmes with the Prep
- Support the Registrar and Marketing Manager with appropriate outreach to feeder schools
- Support the Registrar and Marketing Manager with administrative tasks including ISAMS data entry, admissions registers, pupil files
- Support the Registrar and Marketing Manager with Open Days and similar events
- Support the Marketing Manager with school wide video content creation (both filming and editing)

- Support the Marketing Manager with school wide stills photography (for print and online)
- Support the Marketing Manager with school wide copy writing (for press and publicity and documentation)
- Support the Marketing Manager with school wide Social Media management (various platforms)
- Support the Marketing Manager with school wide data analysis (demographic marketing, data collection, analysis and output)
- Liaise with and develop good relationships with feeder and potential feeder schools, regarding prospective pupils, entrance examinations and reports
- Support the Registrar with effective offrolling and onboarding processes
- Work with the Head of Boarding to support engagement with new boarders and boarding induction
- Compile biographies of new students and share with boarding, academic and medical staff
- Maintain up-to-date admissions literature and information for the website
- Support the Marketing Manager with admissions content for the production of the School's marketing material, including the school website
- undertake appropriate follow-up after events to nurture new connections, build on existing relationships and encourage prospective families to register and accept place offers

These tasks are not intended to be exhaustive, but they highlight a variety of activities the post-holder should expect to undertake.

Person Specification

Personal Characteristics and Skills:

- excellent interpersonal and communication skills – friendly and approachable. The Admissions and Marketing Assistant is a key point of contact for admissions and works with prospective parents, current parents, students, staff and other schools and will be an ambassador for the school
- manage and prioritise workload effectively and with a responsive approach
- enthusiastic and versatile team player
- excellent administrative and presentational skills, both orally and in writing
- excellent level of IT literacy
- able to work under pressure and be self-motivated with energy and initiative
- excellent organisational skills, and be able to plan and organise events to promote the school.
- smart professional appearance
- take an active role in the promotion of the School and its aims and ethos, maintaining a keen interest in the whole school in order to speak confidently about the school's academic and extra-curricular offering
- be discrete and respectful of confidentiality, and the need to comply with UK GDPR regulations and other policies
- willingness to extend knowledge and develop professional practice through training
- flexible approach to work (some weekend and evening work will be required)

Professional Experience or Knowledge:

Essential:

- sales experience and customer relationship management
- understanding of the highly-competitive independent school market

Desirable:

- experience in a Registrar role or of the education sector
- degree and/or equivalent professional qualification
- experience of working with school management systems and using IT to establish and develop administrative processes
- experience of compliance with Government regulations, ideally in the context of UKVI's student sponsorship system
- experience of establishing and managing relationships with partner organisations, especially

international educational agents