



**TRINITY  
ACADEMY**

## Trinity Academy

### Admissions & Marketing Officer

#### Job description

<b>Job title</b>	Admissions & Marketing Officer
<b>Location</b>	Trinity Academy
<b>Salary</b>	<b>Job title:</b> Admissions & Marketing Officer <b>Salary:</b> N17-N23 FTE £31,022 - £34,434 Actual £22,479 - £24,952
<b>Role Summary</b>	To embrace the values of Trinity Academy ensuring that every child achieves their absolute best by overseeing a highly effective marketing strategy and delivering a first rate pupil admissions process.
<b>Working pattern</b>	30 hours per week (hours can be increased to 37.5 with additional administrative duties)
<b>Responsibilities</b>	<b>Admissions</b> <ul style="list-style-type: none"><li>• Lead on ensuring that the school's admissions process for all students complies with the school's admissions policy.</li><li>• Lead, maintain and monitor the school's admissions process for all Y7 students, liaising with the council, Trust and parents to ensure all students are selected in accordance with the policy and onboarded in an efficient way.</li><li>• Lead, maintain and monitor the school's admissions process for all Y12 students, liaising with the council, Trust and parents to ensure all students are selected in accordance with the policy and onboarded in an efficient way.</li><li>• Lead, maintain and monitor the school's admissions process for all students joining in year.<ul style="list-style-type: none"><li>○ Ensure that any vacancies are filled promptly</li><li>○ Ensure that pupil numbers are maximised for the October Census</li></ul></li></ul>



- Liaise with the council, Trust and parents to ensure all students are selected in accordance with the policy and onboarded in an efficient way.
- Ensure that students are allocated to appropriate houses/tutor groups
- Lead, maintain and monitor the data entry on the school's MIS system (Arbor or SIMS) for all incoming students.
  - Ensure that all incoming student ctf's are provided by previous schools and imputed into the school's MIS system in a timely manner.
- Ensure that all Y12 student data is recorded sufficiently and accurately in the school's MIS system for the census submissions.
- Liaise with the Trust to review, consult and update the school's admissions policy bi-annually.
- Lead, monitor and maintain the school's processes for pupil leavers ensure that the process is robust and students off rolled at the appropriate time.

### **Marketing**

Lead co-ordinate and monitor the school's marketing processes. Including:

- Establish and run social media platforms with weekly posts
- Review stakeholder engagement with school platforms with a view to increasing
- Liaise with the whole school to maximise marketing of good news stories
- Lead, maintain and monitor the marketing & ticketing of 4 school open events
- Liaise with media outlets to share essential marketing stories, establishing relationships with key marketing platforms
- Review the impact of different marketing channels
- Produce school marketing material including prospectus, flyers and banners
- Monitor and update the school's website to maximise its use as marketing platform
- Review website traffic with a view to maximising marketing opportunities

### **General**

- Make and receive telephone calls and emails, take messages and make various communications with staff, Trustees and outside agencies as necessary in a professional, friendly and efficient manner.



	<ul style="list-style-type: none"> <li>• In addition there will be a requirement to support the wider administration of the School at key points in the year.</li> <li>• Be aware of student safeguarding issues and refer information to the appropriate person when necessary.</li> <li>• Uphold and promote the ethos and reputation of the School at all times.</li> </ul> <p><b>Working Environment:</b></p> <p>The role will involve regular and frequent face to face contact with students, staff, parents/carers and members of the public. The post holder will be required to become familiar with the entire staff and site. Other duties may require the post-holder to attend school events in the evening, as agreed. We encourage all members of our school staff to run co-curricular clubs which are central to the school ethos.</p> <p><b>Contacts &amp; Relationships:</b></p> <p>The post holder will be required to establish constructive working relationships with all members of the school community and partners. Confidentiality and security of information are vitally important aspects of the work.</p> <p>Note: The duties outlined in this job description may be modified, with your agreement, to reflect or anticipate changes in the job, commensurate with the salary and job title. This document does not form part of your contract of employment with the school.</p>
<p><b>Reporting to</b></p>	<p>Assistant Head: Operations &amp; Communications</p>
<p><b>Safeguarding</b></p>	<p><i>We are committed to safeguarding and promoting the welfare of children, young people and adults and expect all staff and volunteers to share this commitment. All posts at Cathedral Schools Trust are subject to pre-employment checks including, but not limited to, initial and periodic enhanced level checks with the Disclosure and Barring Service.</i></p>



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#### Person Specification

We are committed to creating an inclusive working environment. If you are excited about this role and can demonstrate many but not all of the areas below, we would encourage you to apply as you may just be the person we are looking for.

The listed criteria will be reviewed across the stages of our recruitment process, including application form, personal statement (within the application form), interview, references and certificates.

#### **Skills and personal attributes:**

*(Personal competencies, qualities, attitude and behaviours that will allow you to perform effectively in the role, ensuring the safeguarding and welfare of children and young people)*

#### **Essential for this role:**

- Excellent interpersonal skills. Must be able to establish and maintain good relationships with all people at all levels both internally and from outside the school, e.g. senior management, teachers, governors, visitors and parents/carers.
- Outstanding accuracy whilst meeting challenging deadlines.
- Ability to meet multiple requests for information in a calm and professional manner.
- Excellent organisational and general administrative skills, e.g. recording, filing, prioritising with attention to detail
- Excellent IT skills especially in the areas of databases and spreadsheets, and comfortable with the use of IT as an integral and essential tool.
- Ability to work on your own and to prioritise own workload and deliver to deadlines.
- Ability to work as part of a team and support others.
- Be able to maintain absolute confidentiality regarding personal data held by the School.
- Demonstrate initiative and a proactive approach to problems to identify solutions and opportunities.

#### **You are likely to have:**

- Potential to expand and develop and to take on additional responsibilities.



### **Knowledge and qualifications:**

*(Professional, technical or academic qualifications that you have achieved relevant to this role)*

#### **Essential for this role:**

- Excellent general office and IT skills.
- Excellent literacy, numeracy & accuracy.
- Knowledge of standard IT systems and programs:
  - MS Word
  - MS Excel
  - MS Outlook
  - Google

#### **You may have:**

- Word processing qualifications
- Marketing / Advertising qualifications

### **Experience:**

*(Please draw upon experience and achievements gained through paid employment, voluntary work or personal life experience relevant to this role)*

#### **Essential for this role:**

- General office experience of managing processes and systems.
- Experience of working on a number of tasks simultaneously and managing time effectively to maintain progress.

#### **You may have:**

- Experience of working marketing / advertising / social media
- Management experience
- Experience of implementing new processes
- Experience of working in schools

*Cathedral Schools Trust is an equal opportunities employer and recognises the strength in diversity. Our schools have a wide range of cultural, socio economic and religious influences and we use this to ensure that we broaden our understanding of each other and the world. Applications are welcome from all suitably qualified candidates regardless of race, colour, nationality, ethnic or national origin, religion or religious belief, sex or sexual orientation, gender reassignment, disability or age, and maternity, marital or civil partner status. We particularly encourage applications from under-represented groups.*

*As part of our commitment to equal opportunities, we ask that all applications are made using our application form and are accompanied by an equal opportunities form. The equal opportunities form is anonymous and is not shared with the shortlisting panel.*