

Marketing and Admission Executive

Application Pack
September 2024



WYMONDHAM
COLLEGE



WYMONDHAM COLLEGE JOB DESCRIPTION

MARKETING & ADMISSION EXECUTIVE

Line Managers job title:	Principal
Salary:	Competitive
Tenure:	Permanent
Contract type:	52 weeks
Hours per week:	37

THE POST

Wymondham College is a member of the Sapientia Education Trust (SET) and enjoys close links with the trust central team. SET is an expanding multi-academy trust with 11 primary and 9 secondary schools.

We are looking for a hard-working and enthusiastic person with high standards and the ability to communicate and interact effectively with others as part of our school as a **Marketing and Admission Executive**.

The role is to lead our marketing, communications, and admissions functions, including contributing at a senior level to the College's development. This will involve working with senior staff to devise and implement the strategic marketing of Wymondham College and Wymondham College Prep School and ensuring that the College's admissions function covers the whole range of the customer journey – from generating interest, initial enquires, appropriate visits and open events, through to the successful enrolment of boarding and day pupils. In addition, the post holder will oversee the wider communications strategy, including the use of digital media. The post holder will lead a team covering admissions staff and our marketing manager.

The first six months of employment shall be a probationary period and employment may be terminated by the Trust during this period at any time on one week's prior written notice. The Trust may, at its absolute discretion, extend this period for up to a further six months. During this probationary period, performance and suitability for continued employment will be monitored.

PERSON SPECIFICATION

The professional competencies expected of a Marketing and Executive Assistant are:

- Be a role model in all areas of their work to further establish our World Class reputation;
- Communicate clearly, tactfully and in an appropriate medium to maintain positive relationships with all;

- Be focussed on customer care and satisfaction through a proactive, professional approach;
- Be committed to providing the best possible service to the staff, parents and trustees and able to maintain confidentiality;
- Able to work on own initiative with an analytical approach to problem solving;
- Have a good understanding of marketing and communication on a strategic level;
- Have excellent interpersonal and communication skills, including in writing reports and in communication by email;
- Have excellent IT skills, including experience of managing database information;
- Have a good knowledge and understanding of the legislation related to the Data Protection Act;
- Be in sympathy with the ethos and objectives of the College and able to project a positive image of the College to a wide variety of stakeholders;
- Be confident, creative and flexible in working with colleagues.
- The ability to work with trust and statutory guidance – including the legal requirements of the School's admissions Code.
- The ability to communicate clearly and tactfully using appropriate methods and an awareness of the impact of your own communication on others;
- Able to maintain positive relationships with all and able to work as an effective and flexible part of a team; willing to change methods of work and routines to benefit the team;
- Be able to multi-task and work under pressure;
- Be flexible and resilient in managing and executing their daily responsibilities;
- Able to demonstrate strong planning and organisational skills;
- Willingness to accept responsibility for your own actions;
- The ability to prioritise effectively, meet deadlines and accept challenges.

The qualifications and experience required of a Marketing and Admissions Executive are:

- A proven track record of delivering marketing activity that demonstrates measurable impact in terms of KPIs, alongside the deployment of effective communication strategies at a strategic level
- Successful team leadership
- A proven track record of introducing, reviewing, developing and managing effective administrative systems and workflows to support marketing activities.
- Experience of effective administration
- Qualifications and/or training relevant to the post, ideally including a formal marketing qualification.
- Experience and/or training in IT skills, digital platforms and software relevant to the post.

JOB SPECIFICATION

Specific Responsibilities

A non-exhaustive list of specific responsibilities for the role is below and you will be required to undertake other duties and responsibilities as may reasonably be required.

Leadership

- Lead the Marketing and admissions function across the College and Prep school, ensuring:
- The College's marketing plan is successfully developed, implemented and reviewed
- Admissions activities are well run, timely and meet statutory requirements.
- College/Prep School marketing events are well run, appropriately targeted and effective
- Communications, including digital media activity, are regular, coherent and add value
- Resources are well managed, financial procedures are followed and related budgets are monitored and met
- Leading our admission staff and marketing manager, to ensure events are well run and all communications with stakeholders are effective

In order that:

- Boarding numbers are maintained and meet targets, through the effective marketing of our world-class boarding offer
- College day places continue to be oversubscribed, including in our Sixth form

Operational

- Implement the marketing and communications strategic plan;
- Ensure that admissions data is closely tracked and evaluated and information used to strategically plan College/Prep school marketing
- Ensure that key admissions information analysed to spot trends and opportunities;
- Be the first point of contact for the Local Authority for all matters related to admissions and provide advice as necessary on all admission requests made to the College/Prep school.
- Line lead team members, responsible for their day-to-day tasking;
- Manage and ensure the delivery of the admission processes including for boarding pupils, in year and 6th form admissions, including ensuring high quality team delivery of;
 - The entire customer journey from point of enquiry through to formal admission
 - Ensuring statutory compliance, working with the College Head of Operations
 - Delivering the College marketing plan

The post-holder will be required to comply with the Trust Code of Conduct. The post holder will have access to and be responsible for confidential information and documentation. They must ensure confidential or sensitive material is handled appropriately and accurately.

The post holder shall participate in the Trust's programme of Performance Management and Continuing Professional Development.

HOURS OF WORK

Paid Weeks per year	52 weeks
Hours per week	37
Normal working Pattern	Mon – Thurs 08:30 – 16:30, Fri – 08:30 – 16:00
Unpaid Breaks	30 minutes lunch break where the working day exceeds 6 hours
Holidays	Holidays in accordance with normal entitlement (see below) shall be taken at times mutually agreed with the Line Manager. Holidays should normally only be taken outside of term-time.
Annual leave entitlement	Annual holiday entitlement for full-time support staff is 33 days (including bank holidays), rising to 37 days after 5 years' service. Holiday entitlement is pro-rata for employees who work less than 52 weeks per year and/or less than 37 hours per week.

REMUNERATION

- Competitive

The post-holder will be auto enrolled to join the Trust's nominated pension scheme for support staff provided by Norfolk Pension Fund. This scheme is a defined benefit scheme with the current employer contribution rate set at approximately 22% (please note this rate is subject to change), and employee contributions which vary depending on earnings. Staff do have the option to reduce contributions by 50%.

DRESS CODE

The post-holder will be expected to wear appropriate business attire. All staff will be supplied with appropriate Staff ID. This must be worn at all times to ensure that students, staff and visitors are able to identify employees.

PRE-EMPLOYMENT CHECKS

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

All staff must be prepared to undergo several vetting checks to confirm their suitability to work with children and young people. The Trust reserves the right to withdraw offers of employment where checks or references are deemed to be unsatisfactory.