



Sixth Form Admissions & Marketing Manager

Job Description

Admissions

- Manage and process student applications to the Sixth Form via our admissions platform (Applicaa)
- Oversee the production of the Sixth Form prospectus
- Coordinate Sixth Form admissions events including the annual Open Evening, discussion evenings and other events as required
- First point of contact for communication with potential Sixth Form applicants and their families, including issuing offer letters and compiling new pupil paperwork.
- Oversee the Year 12 induction process, including coordinating taster days for external applicants and September induction for all Year 12s
- Oversee the production of the Sixth Form welcome pack
- Oversee the production of the Sixth Form Tutor packs
- Contribute to the GCSE and A Level results days
- Organise the new Year 12 Parents Welcome Evening
- Analyse annual admissions data to identify trends

Marketing

- Lead on the marketing and advertising of the Sixth Form
- Work with the Development Office to foster alumni links to promote the Sixth Form
- Widen participation in the Sixth Form to encourage applications from disadvantaged students, developing support systems and ways to champion these students and signpost opportunities to them
- Oversee the content, style management and design oversight of the Sixth Form pages on the school's website ensuring that it is pertinent to target audiences
- Manage all aspects of the Sixth Form social media accounts including scheduling, content curation, analytics, and monitoring
- To photograph (or arrange someone to photograph) key Sixth Form events in the schools' calendars and liaise with pupils and staff to gather the relevant details for the website, school publications and other promotional material.