



BREDON
SCHOOL



HEAD OF MARKETING & ADMISSIONS

APPOINTMENT BRIEF



About Bredon School

Bredon School is situated on a rural site in the magnificent Gloucestershire countryside, with uninterrupted views of the Malvern Hills.

The school is centred around Pull Court, a large house dating from the 17th Century, which was remodelled in the early 19th Century to resemble as it stands today. In addition to the academic school buildings, boarding houses and playing fields, the Bredon community makes full use of a working school farm, various agricultural buildings, and direct access to the River Severn. Two large areas of woodland are also used for educational purposes, and are rich in native wildlife.

Bredon School offers each and every pupil a magnificent range of traditional and vocational qualifications in an outstanding pastoral environment which ensures that each pupil thrives as an individual. Taught in small classes individuality is both nurtured and celebrated by our highly qualified, passionate staff who strive to secure a love of learning in our pupils enabling them to realise their full potential.

Offering a broad spectrum of subjects, activities, opportunities and experiences we are able to build our pupils confidence and self belief. This is just one of the reasons why we are judged as 'Excellent' by the Independent School Inspectorate (ISI) for both academic achievement and all-round personal development.

Bredon School is ten minutes away from the market town of Tewkesbury, with easy access to the M5 and M50. The Forest of Dean, Wye Valley, the Cotswolds and the Malvern Hills are all well within an hour and we are equidistantly placed between the cathedral cities of Gloucester and Worcester. House prices in and around Tewkesbury sit just below the national average.

Appointment of Head of Marketing & Admissions

Job Title: Head of Marketing & Admissions

Responsible to: Headmaster

Hours of work: 5 days per week Monday to Friday; 8.00am to 4.30pm . Hours may vary according to events or functions taking place and therefore a degree of flexibility is required for the role.

Salary: £40,000 to £50,000 per annum depending on qualifications and experience

Objectives

Bredon School is seeking to appoint an Head of Marketing & Admissions. This is an exciting time to be joining Bredon as it continues to develop its reputation as a leading Dyslexia Friendly Independent Boarding and Day school and recently was awarded TES Boarding School of the Year.

As the first and main point of contact for prospective families the Head of Marketing & Admissions will ensure a smooth transition through the admissions process into school life whilst delivering an exceptional level of service and ensuring a high quality of work that is representative of the reputation of the School. They will take a professional, reassuring, confident and proactive approach to all aspects of the admissions journey and will oversee a constant turnaround of enquiries, applications, meetings and visits throughout the year.

The Head of Marketing & Admissions is responsible for developing and delivering marketing communications and public relations strategies which promote and protect the reputation of the school and raising brand awareness in the marketplace, specifically amongst prospective pupil audiences, feeder schools, the local community and professional referrers.

The ability to be able to multitask, plan and deliver several projects simultaneously is essential.

Main Duties

- Ensure the admissions process is effective, ensuring that families receive exceptional communication and service from enquiry to sign up.
- Plan an annual marketing strategy based on key admission dates and ensure the school has effective marketing.
- Contribute to all marketing and PR related activity and be a key promotional presence at all events.
- Ensure all operations reflect the school's desired image and position and ensure consistent communication both internally and externally.
- Report on the status of admissions and marketing as required.
- Be an active member of the Senior Management Team.

Marketing

- Line manage the Marketing & Communications Officer.
- Draft, collate and edit copy for marketing materials including newsletters, prospectuses, social media, posters, adverts, websites, magazines etc.
- Oversee communication with all internal and external stakeholders; retain overall editorial sign off for all marketing collateral, advertising, online channels etc., ensuring adherence to a 'house style'.
- Budget management.
- Be proactive in gathering newsworthy content from within Bredon through the academic staff and pupils, that can be used to write engaging press releases and encourage media interest.
- Use key SEN events and national awareness initiatives throughout the year (Dyslexia Awareness Week, World Book Day etc.) as PR opportunities for Bredon and generate awareness of the School.
- Develop contacts with local and national media in order to share appropriate news stories.
- Maintain and enhance the school's website, social media and digital presence ensuring up to date news items, events, blogs, posts, policies, refreshing images etc.
- Monitor market trends, competitor activity and parent insights to refine strategy and messaging.
- Collate news stories and features throughout the year ready to be written, designed and published in the annual School Magazine – The Bredonian.

Marketing (Continued)

- Manage and publish the whole school calendar.
- Plan, schedule and lead on school open days and other PR events.
- Assist in the School's ongoing sponsorship and support at shows and exhibitions, including planning of exhibits, rotas, insurance, sponsorship agreements, ordering of promotional items, transport of exhibition materials and associated pre and post show PR.

Admissions

- Line manage the Admissions Team
- To act as an ambassador for both the school and the Headmaster in all matters.
- Take a lead role in the school's admissions process and maintain good relationships with overseas recruitment agencies, MOD and other agents with the aim of optimising pupil numbers in order to contribute to the quality of educational experience and the sustainability of the School.
- Arrange visits to the school and lead tours for prospective parents.
- Analyse admissions data to inform future marketing work in order to improve recruitment of pupils to the school.
- Ensure that the pupil database is maintained, reflecting the current status of prospective pupils, joiners, leavers, change of address etc. and ensure that the UPN number has been obtained from the previous school and records of where pupils move on to are maintained.
- Oversee the UKVI process for Tier 4 Sponsorship.
- Based on admissions work, produce forecasts of pupil numbers in-year and for future years and in-line with the School Development Plan / Cavendish targets

Generic Accountabilities:

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. The duties outlined above are not intended as a restrictive list and may be extended or altered to include other tasks that are commensurate with the role.

Safeguarding Children:

In accordance with the school's commitment to adhere to the Department for Education's Keeping Children Safe in Education and all other relevant guidance and legislation in respect of safeguarding children, the post holder will be required to demonstrate your commitment to promoting and safeguarding the welfare of children and young people in the school.

Confidentiality:

During the course of employment you will have access to information of a confidential nature. Under no circumstances may this information be divulged or passed on to any unauthorised person or organisation.

Data Protection:

During the course of employment the post holder will have access to data and personal information that must be processed in accordance with the terms and conditions of the General Data Protection Regulations and properly applied to pupil, staff and school business/information.

Benefits:

- Free onsite parking
- Lunch provided in term time
- Beautiful working environment

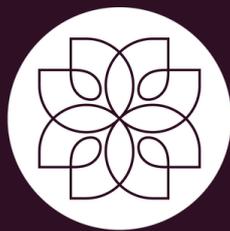
Person Specification

| | Essential | Desirable |
|--------------------|---|--|
| Qualifications | <ul style="list-style-type: none">• Educated to A Level standard or equivalent with a minimum 5 GCSE's grade A*-C including English and Maths | <ul style="list-style-type: none">• Educated to degree level standard or equivalent• Marketing qualification |
| Experience | <ul style="list-style-type: none">• Proven track record in a Marketing / PR or Admissions role• Experience of analysing data, spotting trends and identifying new recruitment opportunities• Experience of social media management and digital advertising and website management• Sufficient numeracy skills to deal with statistical data• Excellent ICT skills | <ul style="list-style-type: none">• Experience of working in an independent school• Proficient in using Google office suite• An interest in photography• Experience of working with forces families |
| Skills & Aptitudes | <ul style="list-style-type: none">• Excellent written and verbal communication skills• Ability to deal with pupils, parents and colleagues in a tactful and confident manner• Highly organised• Ability to work alone or as part of a team (and under pressure)• Attention to detail, accuracy and ability to follow procedures and policies | <ul style="list-style-type: none">• Experience of using databases such as SchoolBase, Arbor, Open Apply, including report generation• Knowledge of SEN frameworks, EHCP funding pathways and liaison with local authorities |

Person Specification

| | Essential | Desirable |
|-------------------------------------|---|-----------|
| Personal competencies and qualities | <ul style="list-style-type: none">• Cheerful disposition• Team player• Sense of responsibility and confidentiality• Professionalism and integrity• Dedication and enthusiasm• Motivation to work with children and young people• Flexible approach• Resourceful• Commitment to equality and diversity• Commitment to Health & Safety | |

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.



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