

## **Job Description – King's Academy Ringmer In Pursuit of Excellence**

**JOB TITLE:** Marketing, Transition and Admissions Manager

**REPORTING TO:** The Principal

**PAY SCALE:** KGA Pay Scale, Band 6 Points 9 to 13 ie: £27363pa to £31067pa to be pro-rated

**Hours and weeks per year:** 37 hours per week for TTO + 1 additional week to be worked during the summer closure

### **Main Purpose of the Job**

#### **Marketing:**

The post-holder is responsible for the development and delivery of King's Academy Ringmer marketing and communications strategies and activities. They will operate as a specialist expert on all marketing and communication matters which influence King's Academy Ringmer student recruitment activities, managing the school website and all school social media platforms and developing commercial and communication objectives by working and engaging effectively with the whole school community, suppliers and external agencies. The role will support the Senior Leadership Team in promoting the school and developing and enhancing King's Academy Ringmer's presence through all media and available channels. The individual will have a unique position in the school in that they will be expected to get involved with daily school life, producing news stories, liaising with parents/carers and visitors and promoting all that the school has to offer.

They will provide leadership to relevant school wide marketing activities and initiatives ensuring that through such initiatives, King's Academy Ringmer makes use of the full range of appropriately innovative communication channels and methods to engage with prospective parents/carers and their children in order to increase the awareness and reputation of the school.

The role requires close liaison with senior members of staff to ensure that King's Academy Ringmer strategies and activities related to student recruitment, community standing and all school marketing are complimentary and consistent.

The post-holder will ensure that all activities are well researched and benchmarked with articulated and agreed targets and performance indicators in order to justify the effective and efficient use of the resources required.

#### **Whole King's Group Academies Marketing:**

- Copywriting for King's Group Academies (KGA) and King's Academy Ringmer (KAR) brochures, newsletters, school magazine, emails, adverts and PR articles
- Day to day content management of KGA and KAR website and other digital media

### **Main Functions**

#### **Marketing**

- Contribute to the development and delivery of the marketing strategy/plan and act as subject matter expert on opportunities relating to King's Academy student recruitment and community standing.
- Lead the delivery of King's Academy Ringmer's activities and initiatives targeted at prospective parents/carers and their children in alignment with the school's recruitment and marketing strategies, developing, managing and monitoring strategies plus planning and implementing activities which raise the school's awareness in the local community.
- Oversee and organise the development and production of high-quality multi-media promotional and

publicly materials and communications content relating to student recruitment and school marketing and liaising closely with internal stakeholders ie: students, staff, Head of Year 7 and other schools in King's Group Academies and delivery partners within marketing and communication. This will include press releases, organising the school prospectus and liaising with external agencies such as digital design agencies, print suppliers, advertisers, event organisers etc.

- Develop and maintain working relationships with colleagues to enhance the reputation of King's Academy Ringmer amongst internal stakeholders ie: students, staff and other schools in King's Group Academies and external stakeholders ie: parents, the local community, Primary Headteachers, universities and ESCC for the quality and effectiveness of its strategic planning, creativity and implementation.
- To photograph events and liaise with the local press when required.
- Promotion of school marketing events such as Open Evening, Open Mornings and school lettings
- Proactively working with staff and students to identify and produce newsworthy content
- Manage school tours.
- To work with the Senior Leadership Team in setting the school calendar each year.
- Copywriting for website, brochures, newsletters, school magazine, emails, adverts and PR articles
- Oversee production of the termly school newsletter to parents/carers
- Day to day content management of our website and other digital media
- Manage and analyse the digital profile for the school with responsibility for social media.
- Conduct market research and surveys from time to time with parent and prospective parent groups
- Measure and evaluate the schools marketing activities
- Produce regular reports for the Principal, highlighting any recommendations/trends
- Able to work flexible hours when required, for example in the lead up to an Open Evening or main event
- Attend relevant external events to promote the school
- Maintain a working relationship with estate and relocation agents, local businesses and organisations
- To assist with the marketing of the KGA Trust in agreement with the Principal when required.
- Any other reasonable request in the relation to the work of the Marketing Department

### **Transition and Admissions**

- To be support student admissions process for the school including transition of Year 6 students, casual admissions and leavers in accordance with the school admissions policy.
- To liaise with the SIMs and Data Manager to enroll new students on SIMs.
- To arrange prospective parent visits to the school.
- To be responsible for the student returns required by the Local Authority.
- To be responsible for ensuring all school admission packs are kept up-to-date and distributed in liaison with the Principal. Ensuring the admission packs are completed and returned to the school, supporting parents with completing the forms and chasing parents where necessary.
- To manage the procedures relating to student transfers in accordance with school policy. To ensure that all appropriate records are maintained and necessary returns are completed and submitted by the set deadlines.
- To manage an effective daily liaison with the other staff to ensure all relevant information is entered into Admissions to ensure these systems are up-to-date and correct.
- Cover for the other office staff.
- To provide a comprehensive administrative and organised support service to the School
- Have excellent knowledge of all school office procedures to carry out all administrative duties in a timely and efficient manner ensuring deadlines are met within the school office in order to maintain the efficient running of the school.

### **Safeguarding**

- Ensure personal understanding of the duties and responsibilities in relation to child protection and the safeguarding of children and young people. This includes understanding of the academy Child Protection and Safeguarding Policy and Staff Code of Conduct and Behaviour Policy.
- Ensure all issues relating to students are reported immediately to the delegated member of staff
- Attend mandatory training and refreshers to ensure a personal and up to date understanding of safeguarding requirements

### **Health, Safety & Security**

- Ensure a personal awareness of and compliance with, policies and procedures related to health, safety, and security, confidentiality, and data protection

- Ensure concerns are reported immediately to the delegated member of staff
- Attend mandatory training and refreshers to ensure personal and up to date understanding of relevant policies and practices

### **Equality, Diversity & Inclusivity**

- Contribute to the development of a workplace culture that promotes equity, diversity and inclusivity

### **Other Specific Duties:**

To positively engage in the performance review process and in your own professional development including induction and in-service training opportunities and appraisal. To attend and participate in staff and departmental meetings/development as appropriate.

To make your own contribution to the community life of the School.

Employees will be required to safeguard and promote the welfare of children and young people, and follow academy policies and the staff code of conduct.

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post. Where such duties amount to more than a temporary adjustment to the main responsibilities of this job description, it will be amended accordingly. It will anyway be subject to periodic amendment whenever circumstances or appraisal processes dictate changes in the postholder's role within the School.

The school will endeavor to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

Employees are expected to be courteous to colleagues and provide a welcoming environment to visitors and telephone callers.

King's Academy Ringmer is committed to equality of opportunity. We positively welcome applications from all sections of the community.

King's Academy Ringmer is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

All posts within our Multi Academy trust are exempt for the Rehabilitation of Offenders Act 1974 and therefore all applicants will be required to declare spent and unspent convictions, cautions and bind-overs, including those regarded as spent and complete an Enhanced Criminal Records Disclosure via the Disclosure and Barring Service (DBS)

This job description is current at the date shown, but, in consultation with you, may be changed by the Principal to reflect or anticipate changes in the job commensurate with the grade and job title.

Date: December 2024

# **Person Specification – King’s Academy Ringmer In Pursuit of Excellence**

## **Key Skills and Abilities:**

- An excellent track record of achievement in a senior marketing and communications role
- A good understanding of the full range of relevant communications channels including demonstrable experience of managing effective use of digital communications media
- A Successful track record of planning and implementing significant marketing and communications activities.
- A real passion and enthusiasm for dealing with people.
- Excellent interpersonal, communication, organisational and presentation skills.
- Excellent planning skills.
- An outstanding communicator and able to work at all levels.
- Excellent copywriting and PR skills.
- Good analytical and numeracy skills.
- Ability to organise and prioritise work effectively, to plan action in order to meet deadlines and to complete tasks with the minimum of supervision.
- Creative flair with a good eye for design.
- Market and Industry awareness.
- Ability to work effectively and supportively as a member of the School team.
- Ability to act on own initiative, dealing with unexpected problems as they arise.
- The capacity to learn new skills, take initiatives and generate ideas.
- Excellent office productivity system skills, particularly Word and Excel.
- Ability to instigate, review and manage change.

## **Education and Qualifications:**

- Postgraduate level qualification or equivalent - desirable
- Good standard of Education across a range of subjects.
- Evidence of training and development undertaken during current or recent employment and a commitment to continuing personal development.

## **Experience:**

- Demonstrate experience in developing and implementing all aspects of marketing communications, including copy writing, undertaking PR, advertising and producing marketing collateral.
- Demonstrate experience in website management.
- Administrative Work and Office procedures.
- Experience of using Information Technology.

## **Personal Attributes:**

- Reliability, honesty and a commitment to maintaining confidentiality.
- The ability to establish good working relationships with a wide range of students, staff, parents and Governors.
- An understanding and sympathy for the needs of students across different abilities, age ranges and social backgrounds.
- The ability to handle sensitive matters with discretion and in confidence.
- Ability to take personal responsibility for organising and meeting targets.
- Self-motivated with the ability to enthuse and motivate others.
- Energy and enthusiasm.
- Professional and confident manner.
- Demonstrate responsibility for your own professional development
- A commitment to continuous development and improvement, team working and the highest possible professional standards.
- Ability to work calmly and effectively under pressure.

Date: December 2024