



JOB DESCRIPTION – ADMISSIONS AND MARKETING ASSISTANT

OVERVIEW

Rookwood School and Nursery is at an exciting point of development, with an increased interest in the Early Years Provision and other age groups, and a requirement to ensure that the customer journey from initial enquiry to a child's first day, is a high quality and bespoke experience.

Initially for a one-year period, this role will primarily focus on supporting the school's Admissions and Marketing functions. The successful candidate will also be expected to provide support to Little Rooks Nursery Admissions and Marketing when or if demand fluctuates throughout the annual recruitment cycle.

Reports to: Director of Admissions and Marketing

Admissions	
	- Proactively track and support the implementation of the admissions process from enquiry to formal acceptance of a place, discussing next steps with the Director of Admissions and Marketing when required. - Coordinate and schedule prospective parent tours, ensuring alignment across school and staff calendars. - Ensure timely and effective handling of enquiries and accurate and up-to-date recording of data in the school's CRM. - Maintaining pupil records via the school's Pupil Management System, both during the admissions process and when pupils have joined the school. - Supporting the transfer of pupil's records from and to other schools and educational settings. - Obtaining feedback on the admissions experience from prospective families and pupils and share with Director of Admissions & Marketing - Maintain files of any pupils subject to immigration control and hold copies of documents as outlined in the Sponsor Guidance and Appendix D of the Immigration Rules. - Oversee the administration and practical arrangements for individual and group taster days, scholarship days, baseline assessments, and feedback for prospective pupils, including scholarships, and other award interviews.
Marketing	
	- Help ensure the website is up to date with relevant admissions information and event forms, as well as uploading story content. - Ensure high standards are maintained in all internal and external communications. - Support the management of the central photo permissions register. - Support the ongoing update of the school and nursery's online and directory listings. - Continue to promote a positive and pro-active whole-school marketing culture amongst all staff.
Lettings	
	At times, support other staff with the lettings processes.
Events	

Commented [KH1]: Here I would add: Coordinate and schedule prospective parent tours, ensuring alignment across school and staff calendars.

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	Support planned events aimed at prospective families and/or the local community and Alumni.
General	
	- At certain times of the admissions and marketing cycle, there will be a need to support the both the school and nursery. - Whilst the job description is intended to be exhaustive, there will be times when the post holder is expected to show flexibility and a willingness to take on additional responsibilities that support the wider needs of the school and nursery.

Person Specification		
	Essential	Desirable
Qualifications	- Level 3 qualifications - GCSEs in English and Maths (minimum of Grade C or 5) - Professional development within admissions and marketing	- Degree or an equivalent qualification from a recognised university either in the UK or overseas - A qualification in marketing, communications, business administration, or a related field (e.g. CIM Level 3/Foundation Certificate in Marketing, or a relevant Level 3 diploma/NVQ)
Experience	Strong experience in admissions, marketing, or communications (preferably in an educational setting).	- Experience in digital marketing and social media management. - Experience in event planning and public relations.
Knowledge	- Proficiency in Microsoft Office, CRM systems, and social media platforms (WordPress, Facebook, Instagram). - Be literate and competent in the use of Microsoft suite of software	Be literate and competent in the use of design software
Skills and Attributes	- Exemplary customer service skills - Excellent organisational and time management skills - Ability to work at pace and be dynamic - Be an excellent communicator and relationship builder - Be a collaborative team player - Attention to detail	

Personal Qualities	• Be an effective team player that works collaboratively and effectively with others • Excellent interpersonal skills, communicating (verbally and in-writing) effectively with a wide range of audiences, with warmth and integrity. • Support, motivate and inspire both colleagues and pupils by leading through example • Suitability to work with children • Confidence, warmth, sensitivity, reliability and enthusiasm
Equal Opportunities and Commitment	Demonstrate a commitment to: • equality of opportunity for all regardless of gender, disability, religion, and ethnic origin • safeguarding and child protection equalities • promoting the school's vision, values and ethos • high quality, stimulating learning environment • relating positively to and showing respect for all members of the school and wider community • ongoing relevant professional self-development

I have read and understood the responsibilities for the position of Admissions and Marketing Assistant. I am aware that the Job Description is subject to change accordance with the needs of the business.

Name:

Signed:

Date:

Inspired Learning Group committed to safeguarding and promoting the welfare of children & young people and expects all staff to share this commitment. Applicants must be willing to undergo child protection screening, as all new staff will be subject to enhanced DBS clearance, identity checks, qualification checks and employment checks to include an exploration of any gaps within employment, two satisfactory references and registration with the Disclosure and Barring Service (DBS)