



Role Profile: Admissions and Marketing Assistant

Purpose

The ability to understand the needs of current and prospective parents is crucial to supporting both pupil recruitment and retention. As the first point of contact for all new parent enquiries, the Admissions and Marketing Assistant is responsible for the delivery of a highly effective customer experience which meets or exceeds parent expectations. Working closely with the Admissions and Marketing Manager, the post-holder also supports the implementation of creative and customer focused multi-channel marketing campaigns, although the main focus of this role is admissions.

The success of this role is measured by the number and proportion of enquiries that progress to Application status, the level of customer service provided and the promptness and efficiency of the enquiry handling process.

Specific Roles and Responsibilities – Admissions Support

- Acting as the first point of contact for all new parent enquiries
- Providing administrative and practical support for activity related to Taster Days, Transition Days and Scholarship Assessment Days
- Ensuring that all admissions data is accurately recorded and tracked
- Managing the enquiry pipeline – receiving, logging and promptly following up on all outstanding enquiries
- Where parents are not able or do not wish to visit the school but would like to apply, managing enquiry through to Application status
- Following up, closing and reporting on the new enquiry pipeline
- Scheduling and confirming timings for personal tours / school visits
- Collating and dispatching (via email/post) tailored enquiry packs to parents pre-visit
- Producing daily/weekly enquiry status and new enquiry pipeline performance reports
- Closing the loop with parents post school visit and following up in order to progress parent enquiry
- Keeping MIS system up to date with status changes at each stage of enquiry management

Specific Roles and Responsibilities – Marketing Execution

- Providing support to the Admissions and Marketing Manager in the execution of all recruitment and retention events
- Updating the school website with relevant content and inputting into the school's social media channels on behalf of the Admissions and Marketing Manager (e.g. when absent)
- Maintaining up-to-date admissions-based information on competitor schools, including fees, prospectus and open day events

Specific Roles and Responsibilities – Relationship Management

- Providing a welcoming and efficient point of contact between parents and the school concerning all aspects of the admissions process
- Developing and managing relationships with feeder schools to support enrolment growth
- Identifying relevant community-based initiatives in which the school can play a relevant part to support awareness, positive brand perception etc.
- Working collaboratively with school colleagues and Cognita’s central admissions and marketing team to contribute to the sharing of best practice with other schools in the Cognita group
- Working as part of the School Office team to provide assistance with answering calls, First Aid, etc.

Safeguarding Responsibilities

- Complying with safeguarding policies, procedures and the employee code of conduct
- Demonstrating a personal commitment to safeguarding and pupil/colleague wellbeing
- Ensuring that any safeguarding concerns or incidents are reported appropriately in line with policy
- Engaging in safeguarding training when required

Person Specification

| | Essential | Desirable |
|--|---|---|
| Experience & Qualifications | <ul style="list-style-type: none"> • Educated to at least A-level standard or equivalent • Willingness to attend training relevant to the post • Experience of working in a consumer or service orientated environment • Prior experience of managing customer contact, ideally gained in a customer service role | <ul style="list-style-type: none"> • Experience of working within a school |
| Skills and Personal Characteristics | <ul style="list-style-type: none"> • Excellent interpersonal and communications skills, including the ability to relate well to people on all levels with sensitivity, tact and diplomacy • First class organisational and administrative skills • Evidence of a proactive approach to planning and prioritising work • Able to maintain a high work rate and to juggle a range of tasks and competing priorities • Excellent command of written and spoken English • High levels of accuracy • Excellent telephone manner and the ability to deal with visitors in a calm and courteous way • Sufficient numeracy to deal with statistical data • Able to prioritise and use own initiative • A willingness to work flexibly as the needs of the role dictate (including weekends on occasion) • Enthusiasm for working in a child-centred environment • A commitment to the ethos of the school as a community • A sense of humour | |