

Candidate information

Director of Marketing & Admissions

Required for September 2018



AN INTRODUCTION TO SPRING GROVE SCHOOL

At Spring Grove School we offer an outstanding all-round education and a fantastic start in life for boys and girls aged 2 to 11 years.

We are a happy, family prep school that specialises in 'free-range' children: nurturing and developing all who join to their full potential. We are able to do this because we have small classes in which our children receive expert attention and tuition, preparing them perfectly for both grammar and senior independent schools.

Set within an idyllic 14 acre rural setting close to both Ashford and Canterbury, Spring Grove School is one of the most beautiful playgrounds in Kent. Our school is small enough for us to know every child, as well as their family, and for us to encourage each and every pupil in our care to be

self-confident and independent learners. The children at Spring Grove School live and breathe our school motto 'Always do your best'.

We love the outdoors, we enjoy competition, we sing, dance and play, explore and love to learn. Former pupils look back on their time here as magical and inspiring.

We are a truly independent day school and are a recognised member of The Independent Association of Prep Schools (IAPS). We offer a wide range of subjects, extra-curricular activities and clubs.

We want Spring Grove to be a school that parents, teachers and staff would have wanted to attend when they were children. Our teachers are tasked to remember this philosophy when they are planning their lessons and activities - enjoyment is at the heart of everything we do!

We firmly believe Spring Grove School is unique and a great place for children to grow.

For more information, please visit the school's website www.springgroveschool.co.uk

OUR VISION

To be a leading truly independent prep school in Kent, offering boys and girls the very best start in life. A happy family-orientated school that gives every child the space and opportunity to grow with confidence, academically and holistically, in a changing world.

OUR MISSION

We will develop all the children who join Spring Grove to their full potential, academically, socially, physically and emotionally in a supportive, caring and friendly community. Within a beautiful rural setting our school is small enough for us to know every child and their family and encourage them to support the school motto: 'Always Do Your Best'.

OUR AIMS

Pupils at Spring Grove School will:

- Fulfil their potential: spiritually, morally, socially, culturally and academically to the best of our and their ability. We go the extra mile to achieve our aims.
- Learn in a stimulating environment: we can develop knowledge and skills and nurture a love of learning that will be lasting.
- Grow a thirst for knowledge: we encourage our pupils to develop a spirit of enquiry and an ability to work hard and independently and to value knowledge for its own sake.
- Be considerate: we constantly encourage children to develop a strong social and moral conscience, to look after their neighbour and realise the importance of becoming a good citizen.
- Develop a strong sense of well-being: we ensure that, as far as possible, your child will develop as a whole personality in a confident, responsible, successful and happy manner.
- Always Do Their Best: an approximate translation of our Latin motto, *Ad Alta Praeclara*.

THE ROLE: Director of Marketing & Admissions

Dates	Job start September 2018
Salary	Competitive, dependent upon experience
Location	Wye, Kent TN25 5EZ
Contract type	Full-time
Contract term	Permanent

Spring Grove School is looking to appoint an outstanding marketing and admissions professional to lead all marketing, pupil recruitment/retention (from 2 to 11 years), communications and promotions at the school, as well as guide the school through our next exciting stage of growth and development.

The successful candidate will be highly motivated, talented and organised Marketing and Admissions professional with a keen eye for detail and development opportunities. They will be ready for a leadership role in an ambitious school and will understand the expectations of an independent school environment. He or she will be well-qualified with a proven track record, creative and forward thinking, with an understanding of how to use data, make decisions and indirectly lead staff to deliver positive change.

An understanding or previous experience of independent schools through employment or other means is essential. A knowledge of independent education specifically within Kent and preparatory schools would also be advantageous. The Director of Marketing & Admissions will be a key member of the school's Senior Management Team.

This wide-ranging and complex role is an excellent opportunity for a dynamic applicant who enjoys a broad remit and a collaborative 'family' approach to meeting targets and expectations in a constantly changing world.

For an informal discussion about the role please contact the Headmaster, Mr Bill Jones, on 01233 812337.

Closing date for applications: Friday 17th August 2018, at 1pm

Interviews (if selected): Thursday 23rd August 2018

Spring Grove School reserves the right to close applications early and make an appointment at any stage.

An application form and this information pack may also be downloaded from the school website www.springgroveschool.co.uk. This information pack, our terms of employment and an application form may also be requested by email from apeirson@springgroveschool.co.uk.

Completed application forms should be accompanied by a covering letter and should be marked Private and Confidential to Mrs A Peirson, Assistant Bursar, Spring Grove School, Harville Road, Wye, Ashford, Kent TN25 5EZ or emailed to apeirson@springgroveschool.co.uk.

Spring Grove School is an equal opportunities employer and is committed to safeguarding and promoting the welfare of children and young people and expects all members of staff and volunteers

to share this commitment. Appointments are subject to satisfactory DBS clearance and satisfactory employment references which will be taken up prior to interview (if selected).

Please note:

This post will involve both direct and indirect contact with children. In accordance with the Children's Act 1989, on appointment post holders will be required to commit to their responsibilities with regards to safeguarding.

Spring Grove School benefits:

- Excellent ICT support
- Competitive salary and benefits
- Free school lunches (term time only)
- Free onsite car parking
- A friendly, supportive working environment and staff
- Professional development
- Well-motivated pupils
- Corporate Health Care
- Private Pension Scheme
- Discounted Spring Grove School fees

JOB DESCRIPTION:

Title: Director of Marketing & Admissions

This senior post, reporting to the Headmaster and governing body, will be responsible for maintaining and continuing to develop the high levels of marketing and recruitment achievement at Spring Grove School, building upon the excellent systems and tools put in place over the past year and a half. The post holder will take responsibility for all marketing and recruitment/retention across the whole school (2 to 11 years), with a particular emphasis on Reception (5+) and up, maintaining a vibrant and thriving school. This pivotal role will take the lead in producing reports and analysing trends, developing and delivering strategies together with building and maintaining excellent relationships with all key stakeholders; it will also include responsibility for indirectly managing a range of staff.

He or she will keep the Headmaster, Bursar and governing body informed of any significant issues relating to the recruitment and retention of pupils and the promotional/marketing progress of the school, as well as its communications.

The Governing Body expect that exceptional leaders such as a Director of Marketing & Admissions would be flexible and multi-skilled and able to take on any non-teaching portfolio or area of responsibility. The leadership challenges and demands in a school mean that specific responsibilities have to change from time to time, and this role is one in which adaptability and creativity are paramount. This list should not be seen as exhaustive.

Strategic Development

As a central member of the SMT, the Director of Marketing & Admissions will be a key contributor to the development and implementation of the School's Development Plan including:

- Advising the Headmaster, Bursar and Governors on the competitive landscape and key political, environmental, social and technical influences and changes that impact on the school's future.
- Providing management information with respect to Admissions and Marketing activities that assist in the formation of the overall strategy for the school and measure performance.
- Recommend and adopt new technologies to support and improve the overall efficiency and effectiveness in the recruitment and retention of students to the school.
- Implement Competitor Analysis research, include fee comparisons, preparing analysis of trends and presenting findings to the Senior Management Team and Governors.

Brand Guardianship, Positioning and Corporate Branding

- Maintain and refine the School positioning to reflect the vision, character and goals of the School.
- Ensure all communications and signage are consistent with School positioning and corporate branding.

- Initiate market research activities to assist recruitment and retention objectives.
- Maintain and refine Brand Guidelines for all internal and external stakeholders.
- Review and refine the provision of School Uniform.
- To run productive marketing/branding based INSET session at the start of each academic year.

Marketing

- Play a leading role in the Governor lead Marketing Committee.
- Develop and implement marketing campaigns.
- To coordinate the supply of news stories to local, regional and national press and specialist publications. Building positive and effective working relations with appropriate key personnel.
- To maximise awareness of and exposure to the school for prospective parents.
- To develop, implement and manage the school's marketing and communication strategy and budget.
- To have ownership, develop and manage the Spring Grove School website to ensure it is the key marketing tool in the presentation of the School to current and prospective parents and pupils and that the content is current, informative and newsworthy.
- Oversee the taking, collection and storage of school photographic and film material.
- To organise, administer and manage marketing events on behalf of Spring Grove School.
- To prepare and manage the marketing budget request and oversee the budget use.
- To develop, implement and manage the school's social media and other digital channels.
- Implement and have oversight of Parental Surveys/Questionnaires, preparing analysis of trends and presenting findings to the Senior Management Team and Governors.

Fundraising & Development (Springgroviaan Society/Club)

- Play a leading role in the new Springgroviaan/Alumni Committee/Club/Society (name TBC).
- Manage the Springgroviaan Society/Club Budget.
- To develop the School's alumni connections and database.
- To implement and manage a programme of giving to Spring Grove School.
- Develop and implement a plan to increase Spring Grove School lettings.

Communications

- Oversee all School publications e.g. prospectuses, weekly newsletters, mailshots, display screens.
- Working with the Headmaster's PA/School Secretary, oversee the School's use of the Clarion Call messaging service and other communications tools.
- Review and develop systems of communication between the School and parents.
- Assist staff in the development and communication of parental and stakeholder School events e.g. Informal concerts, sports day, leavers show, Governor and VIP receptions before School performances.
- To manage the IT Consultant (currently with us 9 hours per week).

Admissions

- The Director of Marketing and Admissions will be accountable for managing the admissions process and admissions register from initial enquiry to the student joining Spring Grove.
- Maintain the parental contract and ensure it is compliant and updated at all times.
- To ensure that the processes supporting the admissions activities are focused, efficient and documented.
- Maximise the number of site visits to the school from prospective parents.
- Accurately record and monitor all changes to the School roll, current and forecast, including leavers and joiners.
- Accurately record and monitor all changes to the Teddies and Nursery Registers, to ensure changes are recorded and invoiced as required.
- Organise and attend Open Mornings and other recruitment focused events.
- Ensure parental information is kept up to date and organise an annual data collection.
- Implement and have oversight of a Leaver's questionnaire, preparing analysis of trends and presenting findings to the Senior Management Team and Governors.
- Setting up of pupil files (following their acceptance), managing current pupil files and the archiving of leaving pupils files.

Meetings:

The Director of Marketing & Admissions will attend meetings including:

- Staff Meetings, SMT Meeting, Admin Meeting, Marketing Committee Meetings.

All staff at Spring Grove School

All staff at Spring Grove School are required as part of their salaried employment to:

- Promote the best interests of the School through the excellence of their own work and courtesy shown to visiting members of the public, prospective and present parents, and other professionals.
- Work co-operatively with other colleagues and other members of the SMT.
- Act professionally in all situations.
- Attend and contribute constructively to meetings, as required to do so.
- Arrive at school at a time to ensure they are prepared to organise or assist as needed.
- Attend school functions and concerts, as required to do so.
- Help review policies and to participate in working parties, as required to do so.
- Take responsibility for the development of their own careers, through training and the acceptance of additional responsibilities.
- Be conversant with the School's Safeguarding Policy and treat pupils with kindness and respect.
- Be aware of the School's Health & Safety Policy, to abide by it, and to make a positive personal contribution to its further development.
- To maintain confidentiality at all times in respect of school-related matters and to prevent disclosure of confidential and sensitive information.

Additional information:

This job description allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out. In allocating time to the performance of duties and responsibilities, the post holder will be able to work within the school's normal working day but it is expected that, in a busy independent preparatory school, certain duties may reasonably require extra attention out of school hours and in holiday time.

This job description is not necessarily a comprehensive definition of the post. It will be reviewed at least once every year (as part of the appraisal process) and it may be subject to modification or amendment at any time after consultation with the holder of the post. The school undertakes to provide appropriate induction, mentoring and professional development for the Director of Studies.

Guidance for applicants:

Suitability for the post will be measured through application form, interview (which will include a short 10-minute presentation - topic to be provided), supporting evidence (e.g. certificates, portfolios etc) and references undertaken.

We are committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment.

Applications should consist of a covering letter and a Spring Grove School application form stating two referees.

As the information contained on the form is used during the selection process, it is essential that you complete all sections as fully as possible. If there is not enough space provided on the form, please continue on a separate sheet of paper. On each additional sheet that you use, please write your name and the post applied for, together with the section that you are answering.

PERSON SPECIFICATION:

Title: Director of Marketing & Admissions

Spring Grove School is dedicated to safeguarding and promoting the welfare of its pupils.

	Essential These are qualities without which the Applicant could not be appointed.	Desirable These are extra qualities which can be used to choose between applicants who meet all of the essential criteria.
Qualifications/ Professional Development	Graduate qualification.	Recognised marketing or business management qualification.
Skills, Experience and Abilities	<p>Experience of marketing and admissions (sales) in education (or a similar industry) through employment</p> <p>Successful team working.</p> <p>Ability to think creatively and positively in order to generate practical ideas.</p> <p>Excellent written and verbal communication skills.</p> <p>Ability to manage and motivate others in a supportive, good humoured and effective manner..</p> <p>Excellent IT and database/spreadsheet skills.</p> <p>Excellent organisational skills and eye for detail</p> <p>Excellent telephone manner</p> <p>Analysis of numerical data.</p> <p>Ability to clearly impart information to others to support development.</p>	<p>Experience of marketing and admissions (sales) in independent schools in Kent through employment or other means</p> <p>Leadership experience.</p> <p>Training – needs assessment and management.</p> <p>Proven experience of preparing and delivering marketing and admissions strategies and action plans.</p> <p>Proven experience of relationship management.</p> <p>Experience of managing and controlling departmental budgets</p> <p>Experience of photography and graphic design</p> <p>Experience of website</p>
Knowledge	<p>Understanding and appreciation of the principles and practices of pupil recruitment.</p> <p>Knowledge of Independent Schools</p> <p>Awareness of issues affecting marketing, admissions, promotion and</p>	<p>Knowledge of Independent preparatory schools.</p> <p>Knowledge of education in Kent.</p> <p>Strong understanding of databases.</p> <p>Knowledge and understanding of recent</p>

	<p>communication in education</p>	<p>educational issues that could affect the recruitment and retention of pupils</p> <p>Knowledge of what is required during an inspection - Data Protection, Admissions, Photography and their compliance.</p> <p>Knowledge of recruitment programmes and of effective strategies</p>
<p>Personal competencies and qualities</p>	<p>Sympathy with the Christian ethos and activities of the school</p> <p>Ability to work independently and to take the initiative</p> <p>Well presented, conscientious and reliable</p> <p>Able to remain calm under pressure and prioritise workload</p> <p>Polite, calm and flexible</p> <p>Adaptable and able to respond calmly to unforeseen circumstances</p> <p>Discreet and comfortable maintaining confidentiality</p> <p>Sensitivity to others and the ability to work cooperatively</p> <p>Wholehearted commitment to the life of a vibrant 'family' school community</p> <p>Ability to form and maintain appropriate relationships and personal boundaries with colleagues, pupils and parents</p>	<p>Demonstrable leadership qualities</p> <p>Willing to attend Open Days and other School events outside normal School hours.</p>