



Bedford Girls' School

Job Description and Person Specification

Marketing & Admissions Executive

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.	
Job Purpose:	The post holder will be responsible for coordinating key admissions and marketing activities and programmes.
Job Title:	Marketing & Admissions Executive
Reporting Line:	Admissions Manager
Working Hours:	This role is based on 37 hours per week, term time only plus four weeks in the school holidays. (Including some weekend and some evening work).
Principal Accountabilities/Responsibilities	As a key member of the Admissions department deliver a professional, welcoming and supportive service to prospective students, existing families, and our alumnae. Promoting and safeguarding the welfare of children and young people for whom you are responsible and with whom you come into contact is a responsibility of all employees. The Admissions Team • Communicate with prospective parents, handling telephone calls, assisting with correspondence, arranging and accompanying school tours. Coordinate with key members of staff and Sixth Form to ensure tours are bespoke to the needs of the families. • Assist with the organisation and running of Open Mornings and admissions events; assessment days and run student assessment centres. • Oversee the setting up of overseas assessment sessions, coordinating with schools and prospective families. • Coordinate student induction programmes to introduce families to the school. • Manage the Admissions diary to coordinate private visits and appointments with senior staff and prospective families. • Ensure that the Admissions database is kept up to date and information is properly maintained in line with our GDPR responsibilities. • Ensure mailboxes and online filing is kept up to date. • Oversee the transition of data into iSams during the summer term. Ensure all new families have completed paperwork ahead of joining the school, proactively support families in this process. • Assist with the communication with our feeder school community, helping to arrange events and visits and communications to schools within our catchment areas. • Represent the school at marketing/admissions events at other key schools. Build and maintain relationships with other key colleagues across the HT and feeder schools.



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	Marketing, Careers and Alumnae Support • Support with the logistics, planning and delivery of school events as needed. • Supporting with whole school mailings and administrative support for some marketing activities as and when required. • Develop content to support Admissions messages across our social media platforms. • Oversee the running of student led social media accounts on Tik-tok. Work with students and Sixth Form pastoral team. • Support The Bridge with key careers events. Build relationships with young alumnae to support Lunchtime Lecture series. • Attend some Alumnae events to build relationships with alumnae and represent the school.
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You may also be required to undertake such other comparable duties as the Trust/School requires from time to time.



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Person Specification		
	Essential Criteria These are qualities without which the Applicant could not be appointed	Desirable Criteria
Qualifications	Good standard of education or equivalent relevant experience.	
Experience	Demonstrable experience of working in a customer service role or similar environment. Experience using database management systems. Experience of events management and planning. Experience working in a cross functional role.	Experience gained within a school environment.
Knowledge & Skills	Excellent written and spoken English and the ability to articulate and communicate clearly. First class organisational and admin skills, with the ability to remain calm under pressure and work to tight deadlines, managing competing priorities. Ability to work collaboratively in a small team. Good working knowledge of Microsoft programmes including Excel, Word and Outlook and Google platforms.	Excellent interpersonal skills including the ability to relate well to people on all levels, to resolve conflicts in a sensitive manner. Experience of using design platforms, such as Indesign an advantage. Knowledge of database management.
Personal competencies and qualities	Meticulous attention to detail Creative and innovative, able to generate ideas and demonstrate flair. Personal integrity, diplomacy, honesty, energy, stamina, enthusiasm and sense	



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	of humour. Can-do, target-driven approach – happy to roll up sleeves and get the job done to demanding deadlines. Commitment to personal development and lifelong learning.	
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