



Bedford Girls' School

Job Description and Person Specification

Marketing & Admissions Executive

Job Description	
<p>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.</p>	
Summary of the role:	To deliver the Admissions programmes and key school marketing activities and events in line with school's priorities. Promote the reputation of the school and to attract prospective students to BGS.
Job Title:	Marketing and Admissions Executive
Department:	Bedford Girls' School
Location:	Cardington Road - Bedford
Job Purpose:	The post holder will be responsible for coordinating key admissions and marketing activities and programmes.
Reporting Line:	Admissions Manager
Hours	Full time with possibility of some flexibility
Salary:	£25,500 - £26,500 per annum
Line management responsibility for:	Not Applicable
Main duties and responsibilities:	
	<p>As a key member of the Admissions department deliver a professional, welcoming and supportive service to prospective students, existing families, and our alumnae.</p> <p>Promoting and safeguarding the welfare of children and young persons for whom you are responsible and with whom you come into contact is a responsibility of all employees.</p> <p>The Admissions Team</p> <ul style="list-style-type: none"> • 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 planning, 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.



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- 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.
- Coordinate with
- 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.

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.

You may also be required to undertake such other comparable duties as the Marketing & Communications Director, Admissions Manager or Alumnae Office requires from time to time.



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	Essential	Desirable	Method of assessment
Qualifications	These are qualities without which the Applicant could not be appointed	These are extra qualities which can be used to choose between applicants who meet all of the essential criteria	
	Good standard of education or equivalent relevant experience.		Production of the Applicant's certificates
Experience:	<p>Demonstrable experience of working in a customer service role or similar environment.</p> <p>Experience using database management systems.</p> <p>Experience of events management and planning.</p> <p>Experience working in a cross functional role.</p>	Experience gained within a school environment.	<p>Application Form</p> <p>Interview</p> <p>Professional references</p>
Skills	<p>Excellent written and spoken English and the ability to articulate and communicate clearly.</p> <p>First class organisational and admin skills, with the ability to remain calm under pressure and work to tight deadlines, managing competing priorities.</p> <p>Ability to work collaboratively in a small team.</p>	Excellent interpersonal skills including the ability to relate well to people on all levels, to resolve conflicts in a sensitive manner.	<p>Application Form</p> <p>Interview</p> <p>Interview task</p> <p>Professional references</p>
Knowledge	Good working knowledge of Microsoft programmes including	Knowledge of database management.	Application Form



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	Excel, Word and Outlook and Google platforms	Experience of using design platforms, such as Indesign an advantage.	Interview Professional references
Personal competencies and qualities	<p>Meticulous attention to detail</p> <p>Creative and innovative, able to generate ideas and demonstrate flair.</p> <p>Personal integrity, diplomacy, honesty, energy, stamina, enthusiasm and sense of humour.</p> <p>Can-do, target-driven approach – happy to roll up sleeves and get the job done to demanding deadlines.</p> <p>Commitment to personal development and lifelong learning.</p>		<p>Application Form</p> <p>Interview</p> <p>Professional references</p>