

JOB DESCRIPTION

POSITION: Marketing & Admissions Manager – Clayesmore School

JOB OVERVIEW

Summary of role

The Marketing & Admissions Manager is responsible for driving and executing all areas of marketing and admissions at Clayesmore. This role will take the lead on key marketing and admissions initiatives while also providing support for wider departmental projects.

The successful candidate will work closely with colleagues, external agencies to deliver outstanding results. You will be expected to demonstrate expertise in both marketing and admissions, combining a strategic mindset with hands-on campaign management. This is an ideal role for an experienced and ambitious professional who thrives in a dynamic environment, is passionate about education, and is committed to delivering exceptional outcomes for our schools and students.

This role will suit someone who is creative, detailed and strategic at the same time, your workload will vary between large scale campaign management through to day-to-day priorities of the campaign execution. You will be accountable for daily performance marketing and ensuring all student acquisition campaigns are delivered through project management, interpersonal skills, communication skills, administration, problem solving and process management.

Reports to: Head / ILG SLT

Reports in: Admissions team

KEY TASKS	
	<p>Marketing</p> <ul style="list-style-type: none"> • Management of the Marketing & Admissions Campaign Calendar, including major annual campaigns, admissions drives, partnerships, tactical requirements, and student retention initiatives. • Manage and optimise digital paid media channels (e.g., paid social, PPC) to deliver both student acquisition and admissions targets. • Compose and schedule email marketing campaigns for both prospective student acquisition and current student retention, including admissions communications and offers. • Collaborate with partners, to continually improve our website as the primary acquisition channel • Coordinate local marketing outreach efforts, events, and partnerships to drive brand presence and increase applications within the community. • Create and oversee the production of promotional materials and signage to support both marketing and admissions initiatives. • Monitor and report on the effectiveness of marketing and admissions campaigns, providing recommendations for ongoing optimisation and improved conversion rates. • Raise the profile of Clayesmore School regionally, nationally and internationally <p>Admissions</p> <ul style="list-style-type: none"> • Oversee and own the full admissions process across the school, from initial enquiry to enrolment, ensuring a welcoming, efficient, and supportive experience for families. • Provide a continued point of contact for all stages of the admissions process. • Monitor admissions targets in line with the school objectives, regularly reporting on pipeline, conversion rates, and trends. • Design, build, and implement a series of automated customer journeys within our CRM platform (Digistorm) to support lead nurturing, student admissions, onboarding, and retention.

	<ul style="list-style-type: none"> • Work closely with school leadership and teaching staff to ensure alignment and exceptional service throughout the applicant journey. • Ensure compliance with all statutory and safeguarding requirements in admissions communications and processes. <p>Stakeholder Management</p> <ul style="list-style-type: none"> • Collaborate with key stakeholders across the school, including admissions and SLT teams, to ensure online and offline marketing and admissions campaigns are delivered to a high standard, within budget, and on time. • Manage communications within the school, keeping them up to date, informed, and engaged throughout campaign and admissions cycle development. • Coordinate with external agencies (e.g., IOS Ignite) and partners to deliver best-in-class creative and campaign execution. <p>Budget Management</p> <ul style="list-style-type: none"> • Daily management of invoicing and tracking of the marketing and admissions budget. • Ensure all marketing and admissions activities are delivered within agreed budgets and provide value for money. • Monitor spend, forecast future needs, and report on ROI for all activities.

Person Specification		
	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Undergraduate degree and/or marketing qualification. 	
Knowledge	<ul style="list-style-type: none"> • Tech Literacy: Solid understanding of using IT systems (i.e. Microsoft Office, Canva, CRM). • Content creation: the ability to confidently create and plan multi-channel content. • Social Media Savvy: Proficient with major social media platforms and analytics tools. • Creativity and Design: Basic design skills for creating marketing materials and demonstrates a keen eye for detail, design and branding. • Marketing mix: demonstrates a good understanding of multi-channel marketing and the platforms associated to each i.e. digital marketing, offline/traditional marketing, events marketing, PR etc. • Admissions Expertise: Hands-on experience managing the student admissions process, including enquiry management, application processing, conversion strategies, and delivering a high-quality applicant experience. • Digital Channels: Familiarity with digital paid media (e.g., PPC, paid social), CRM systems, email marketing, and website optimisation. • Data & Analytics: Ability to interpret marketing and admissions data, use analytics tools, and apply insights to improve results. • Project Management: Excellent process & project management skills, preferably across multiple stakeholder groups. 	<ul style="list-style-type: none"> • Education Sector (Desirable): Awareness of independent schools, student recruitment cycles, and sector-specific admissions challenges. • Compliance & Best Practice: Knowledge of GDPR and safeguarding considerations in marketing and admissions communications. • Data: ability to collect and analyse data for granular reporting • Trends: continually monitors latest market and brand trends • Demonstrates a keen eye for detail, design and branding • Shows a keen interest and passion for marketing practices and processes, with a strong desire to develop a career within marketing

Experience	<ul style="list-style-type: none"> • Proven experience working in a similar role - at least 5 years' experience with some recent accountability for consumer acquisition of a b2c product or service proposition, ideally within the education sector or a similarly complex, multi-stakeholder environment. • Campaign Leadership: Proven track record of planning, executing, and optimising multi-channel marketing and/or admissions campaigns. • Admissions Management: Hands-on experience managing the admissions process—handling enquiries, applications, and supporting conversion. • Stakeholder Collaboration: Experience working with and coordinating diverse internal teams (e.g., marketing, admissions, school staff) and external agencies/partners. • Digital Marketing Execution: Demonstrated ability to manage digital campaigns, including paid media, email, and website projects. • Performance Monitoring: Experience using analytics and reporting tools to measure campaign and admissions effectiveness and recommend improvements. • Creative Development: Experience briefing and reviewing creative assets for both marketing and admissions communications. • Event & Community Engagement: Involvement in organising and delivering events, open days, or local outreach to support marketing and admissions. • Budget & Process Management: Experience managing budgets, tracking spend, and ensuring efficient delivery of projects. • Experience in presenting to internal and external audiences and stakeholders up to CEO level. 	<ul style="list-style-type: none"> • Experience of Brand management and development within an FMCG environment • A personal interest in or affinity to the education sector • Experienced in producing well written and effective marketing briefs for external partners • Experienced in external agency management and negotiation • Stakeholder management skills.
Personal Qualities – Skills and Behaviour		
Work Ethic	<ul style="list-style-type: none"> • Ability to work well under pressure and in a fast paced and dynamic environment • Have high intellectual capability and ability to work from initiative • Demonstrates a self-starter, proactive and 'can-do' attitude • An ability to work unsupervised when needed, with a high level of self-motivation. • Flexible approach to adapt, overcome and succeed within the scope of the Job Description • Ability to work both collaboratively and independently as a team player, willing to get stuck in and roll their sleeves up 	
Communication Skills	<ul style="list-style-type: none"> • Ability to produce comprehensive, grammatically correct and well-written communications • Demonstrates strong and professional oral communication skills • Excellent interpersonal skills • Have an open, honest and friendly style and a proven ability to influence colleagues and stakeholders at all levels • Able to support, motivate and inspire colleagues by leading through example 	
Insight	<ul style="list-style-type: none"> • Ability to think like a customer (parents/student) • Creative and strategic thinker who can offer new ideas • Problem solving and decision-making ability • Demonstrate a sound marketing instinct 	
Organisation	<ul style="list-style-type: none"> • Can effectively prioritise a variety of tasks at once and work towards deadlines • Be well organised and highly structured in how he/she develops and communicates ideas • Efficient time management 	

Equal Opportunities and Commitment	
Equal Opportunities and Commitment	<p>Commitment to equality of opportunity for all regardless of gender, disability, religion, and ethnic origin</p> <p>Demonstrate a commitment to:</p> <ul style="list-style-type: none"> • promoting ILG's vision, values and ethos • relating positively to and showing respect for all colleagues • ongoing relevant professional self-development

<p>I have read and understood the responsibilities for the position of Marketing & Admissions Manager. I am aware that the Job Description is subject to change accordance with the needs of the business.</p>			
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).