



APPOINTMENT OF MARKETING & ADMISSIONS MANAGER



Bringing out the best in every child

185 Hampton Road, Twickenham, TW2 5NQ



Welcome to The Mall School



Thank you for your interest in this exciting opportunity at The Mall. We hope that this information pack will provide you with an impression of our school, the importance of this front-facing role in our community, but we would also welcome the opportunity for you to see first-hand the enthusiasm and enjoyment of our pupils and staff.

It is an exciting time in the development of the school, following the opening of our co-educational nursery in September 2022 and the arrival of the first girls into the school in September 2023. The nursery is currently full and operating waiting lists in many rooms and interest from families wanting their children to join the school since the move to co-education is high.

As the school's new Headmaster, my vision for the next stage in the school's development includes the realisation of a fully co-ed environment where boys and girls seamlessly access their learning in an enjoyable and enriching setting befitting a modern age.

Relevant skills in technology, media and digital study skills will be well-embedded into the curriculum in a manner which fits a strong and robust education that is adapted to the changes we will face in education and beyond. I enjoy supporting pupils to become nuanced and versatile in expressing their views on local and global issues, emotionally resilient and be confident communicators in their ideas and interests.

Thank you in advance for your interest in this role.

Sam Gosden
Headmaster



About the School



The Mall School is an independent school and nursery for 200 children aged 6 months to 11 years old in Twickenham. All children at the nursery are automatically offered places in Reception at the school where children from other nurseries can join them on a non-selective basis. The co-educational nursery opened in September 2022 with the first girls joining the school in September 2023. The move to co-education is being phased in and will be complete in 2028.

The school enjoys a strong academic and all-round reputation and believes that all children should be inspired with a lifelong love of learning, providing a warm and welcoming environment for children and staff. All children are encouraged to develop their natural curiosity and independence leading to happy confident individuals. Pupils move on to a wide range of independent senior and state grammar schools, including King's College School, Hampton School, Kingston Grammar School and Tiffin amongst many others, often with scholarships for academic, sports and music achievement. The school are current Richmond Borough swimming champions and pupils enjoy a wide range of sports, extra-curricular activities such as music and drama, and after school clubs.

The Mall has a rich and interesting history. It was founded over 150 years ago, and moved to its current site on Hampton Road, Twickenham in 1907 although most of the current buildings date from the 1980s and more recently. The school boasts many excellent facilities, with newly refurbished play areas, an impressive sports hall, theatre and an indoor 20m swimming pool which is also made available to a number of local primary schools and swim clubs.



The Role



We are looking for a dynamic and pro-active Marketing & Admissions Manager, who is an excellent communicator with an outcome-driven approach and who thrives in a front of house role. The Mall School has recently celebrated its 150th anniversary. This is an exciting opportunity to lead stewardship of a brand with a rich heritage, while being a key contributor to its further development and growth and to driving its marketing and recruitment into the future.

Reporting to the Head and working collaboratively with the Bursar and the Governing Body, your focus will be on delivering highly effective implementation of the marketing strategy across all platforms and types, pupil recruitment and retention, as well as on leading the admissions process through driving engagement and communication with parents and wider community.

To be a successful candidate for this role, you will be able to demonstrate a proven track record of achieving tangible results in a similar role at an independent school, or in a sales and marketing role in a non-school work environment, with relevant transferrable skills and understanding of independent education.



Key areas of responsibility:

Marketing

- **Lead** the **review** and **update** the School's **Marketing, Recruitment and Retention strategy** (including integration of the **Nursery**).
- **Lead** the **development** and **implementation** of a comprehensive **marketing plan**, with specific KPIs and the use of the most appropriate media to maximise return on investment.
- **Line manage** marketing executive/intern.
- **Propose and manage** a cost-effective and targeted **marketing budget**. **Organise, lead and attend promotional events** (including evening and weekend events).
- **Develop** the outward-facing profile of the School through **events** and **partnerships**.
- **Lead** design, preparation and oversight of the **production of marketing materials** (such as School's information booklets, leaflets, briefs and handouts).
- **Maintain** and **regularly update** The Mall School's **website** to ensure its appealing, dynamic and accurate public profile.
- **Design** and **regularly produce** engaging and creative **social media posts** and digital content that enhance the **school brand** and **messaging**.
- Be **responsible** for **research** and **communication** of **local market** information and competition. Provide **accurate** and **regular reports** and **analysis** to demonstrate **effective return on investment** and **reporting** progress against KPIs.
- **Pro-actively review, propose** and lead coordination of any marketing-related projects.

Nursery Marketing and School Recruitment

- **Develop the plan** for Nursery children recruitment into the School.
- Be **responsible** for **all aspects of marketing** of the Nursery (as described under Marketing Responsibilities above).



Key areas of responsibility:

Communications

- **Lead proposal and design** of communications with, and feedback from, current and prospective parents, as well as alumni.
- **Produce** accurate and clear **communications** (both internal and external).
- **Produce regular newsletters** (and other similar communications) to parents and to wider school community (including alumni).

Admissions

- Be a **key contributor** to **developing** and **execute recruitment and retention plan**, setting relevant KPIs.
- **Lead on engagement with** current and prospective **parents** through **regular communication** and providing a prompt response to all enquiries and following up as necessary.
- **Build** and **maintain** an inclusive relationship between the School and prospective and current families through regular contact, including face-to-face.
- **Ensure timely, effective** and **efficient communication** with **Headmaster's PA/Fundraising and Admissions Officer** to log all enquiries, and oversee sending out/follow up of all documentation.
- **Ensure oversight** of **effective tracking of new enquiries** and applicants through each stage of the admission process.
- **Communicate effectively with the Bursar** ensuring regular and accurate **update** of the status of **new applications** and relevant **retention** information.
- **Provide** accurate and up to date **reports** and information of the admissions, recruitment and retention to the Marketing Committee.
- **Attend** any evening/weekend school **admissions events** as required.

General

- As part of the administrative team, collaborate with other team members and provide cover and/pr assistance as required.



Qualifications and Experience:

“Must Have”:

- Bachelor’s Degree (minimum 2:1)
- A minimum of five-year experience in a similar role at an independent school or in a marketing and sales role in a non-school environment
- Demonstrable track record in sales, marketing, pupil recruitment and retention
- Excellent IT skills and knowledge of Microsoft Office
- Digital marketing experience and track record of working with websites and social media platforms, including using Canva and video editing
- Knowledge of SEO, Google Analytics and Meta Business Suite

“Nice to Have”:

- Experience of content management programmes eg Wordpress, Mailchimp
- Knowledge of safeguarding and GDPR

Personal attributes:

- Outstanding communication skills (both written and verbal)
- Excellent organisational skills and proven ability to prioritise tasks and deliver their completion
- Enthusiastic, proactive and flexible approach to work
- Desire to go ‘above and beyond’
- Innovative and creative thinking
- Personal integrity, professionalism and reliability



Safeguarding Notice

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.

Applicants will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS).

The post is exempt from the Rehabilitation of Offenders Act 1974 and the School is therefore permitted to ask job applicants to declare all convictions and cautions (including those which are "spent" unless they are "protected" under the DBS filtering rules) in order to assess their suitability to work with children.

CV's alone will not be accepted but may be submitted in support of the completed application form. **Applications may be sent by post, marked for the attention of the headmaster, or by email to the HR and Compliance Manager, to: compliance@themallschool.org.uk. The deadline for applications is 4 August 2024. Interviews will be conducted in the week commencing 12 August 2024.**