



SHREWSBURY HOUSE SCHOOL TRUST

JOB DESCRIPTION for the post of

Registrar and Marketing Assistant SHREWSBURY HOUSE SCHOOL

Shrewsbury House School Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Primary Purpose:

The Registrar & Marketing Assistant (RMA) is a key member of the Trust's Marketing and Admissions team and provides a vital first point of contact for each family enquiring about joining Shrewsbury House School.

The successful candidate will work closely with the Head of Trust Marketing (HTM) directly supporting aspects of the Marketing role. The Registrar will actively assist the HTM and the Executive Head (EH) in promoting SHS, by direct contact and relationship building with parents and pupils, through liaison with existing and potential feeder schools, running assessment days, open mornings and various school marketing events to raise awareness of the School and the educational opportunities offered.

In addition, the post holder will work with the Head of Shrewsbury House Pre-Preparatory School (SHPPS) and the Head of The Rowans School supporting pupils moving through the Trust Schools.

Reporting to:

The post holder will report to the Head of Trust Marketing

Key Tasks and Responsibilities:

General Admissions Process:

- Responsible for overseeing the complete admissions process, including all correspondence, tours, meetings and fulfilling responses to requests for additional information from initial enquiry to the admission of a pupil.
- Ensure all relevant details relating to pupil welfare are obtained in advance of admission, accurately recorded and communicated to all relevant personnel responsible for the care of that pupil.

Managing the offering of places:

- Working closely with academic staff, inviting pupils to assessment days, co-ordinating and informing the EH, her Executive Assistant and other relevant staff.
- Organising prospective parents' tours.
- Requesting and collating reports from previous schools before admissions assessments.
- Producing formal offer and acceptance letters in liaison with the EH and keeping the EH and all relevant staff informed of progress.
- Liaise closely with the EH and Learning Enrichment staff regarding any SEND aspects for new pupils and Matron with regard to any medical needs.
- Allocate new pupils to tutor groups in liaison with the Heads of Year and Houses in conjunction with the Deputy Head, Pastoral.

School Roll, Admissions Records, Statistics and Reports:

- Monitor current and future school roll numbers, keeping all key stakeholders informed.
- Liaise with the Executive Head regarding the suitability of candidates for entry into the School, based upon their outcomes from their assessment process.
- Fulfil the Local Safeguarding Partnership (LSCP)'s requirement to notify them of the de-registration of any pupils who have left before the end of Year 8 i.e. a mid-term leaver.
- In line with Safeguarding requirements, to contact the new school of a mid-term leaver to establish that they have actually started at that school on the date specified and to ensure that the safeguarding and pastoral information request forms are returned to SHS by the pupils' previous settings ahead of the pupil being admitted.
- Ensure that all data required for the admissions process is up to date, accurate, in line with the School's policies and that the retention of this data likewise follows current policies.

Event Management Overview

- To oversee and ensure quality control of marketing and admissions events.
- Working with the HTM, to ensure that appropriate packs, including promotional 'gifts' are available to prospective visiting parents and their sons.
- Support the retention and smooth entry of new pupils through a proactive communication system and the organisation of relevant events linked to the pupil's admission.

Marketing Assistant:

- Assist in the creation of marketing materials, including brochures, flyers, and digital content.
- Collaborate on the development of compelling and engaging content for the School's website and social media platforms, including the updating of that content, utilising analytics tools to measure its effectiveness.
- Monitor social media channels for feedback and trends.
- Through collaboration with key stakeholders, capture, edit and organise visual content (photos/video) to support marketing initiatives.
- Help to maintain and enhance the School's brand identity through consistent messaging across various platforms.
- Assist with media outreach and managing relationships with local media outlets.

Trust

- Support the aims and core values of the Trust and adhere to all policies and procedures;
- To attend regularly and contribute to all necessary assemblies, staff meetings, etc. and to attend admissions evening events and major school events when required;
- To develop and maintain professional, productive relationships with all staff members;
- To be aware of equal opportunities and to demonstrate these principles in all aspects of work;
- To understand the Trust's health and safety policy and to work within its guidelines;
- To be aware of your responsibility for promoting and safeguarding the welfare of young persons whom you have contact with during the course of your duties.

Whilst every effort has been made to explain the main duties and responsibilities of the post, employees will be expected to comply with any reasonable request from the EH to undertake work of a similar level that is not specified in this job description.

Signed:

Employee

Date:

PERSON SPECIFICATION – Registrar and Marketing Assistant

Essential:

- Strong communication skills - good oral skills and excellent command of written English
- Have outstanding interpersonal skills with adults and children
- A willingness to sell and a target driven approach
- Good planning and time management skills
- Good digital literacy with ability to work using Microsoft Word, Excel and database programmes
- Strong numeracy skills to deal with statistical data, possess strong analytical skills
- Be organised and efficient, with an ability to prioritise, multi task and work under pressure
- Ability to build strategies and to be a self-starter
- Have high levels of integrity, energy and discretion
- Confident, positive personality with an ability to engage with a variety of audiences
- Uphold and live the aims and values of Shrewsbury House School Trust and communicate them clearly to prospective families
- Be fully committed to safeguarding and promoting the welfare and safety of children

Desirable:

- An understanding of the principles of sales and marketing
- Experience of working within the education sector, preferably in independent education