



## JOB DESCRIPTION

<b>Department</b>	Marketing	<b>Date</b>	1 February 2021
<b>Responsible to</b>	Director of Marketing	<b>Responsible for</b>	n/a

### Job Purpose

- To inform and contribute to a prep school liaison strategy and a prep school liaison programme.
- Work with the director of marketing to involve Prep Schools with marketing events at School and outside of school.
- To represent Christ's Hospital and raise the profile of the School to help increase pupil enrolment numbers from prep Schools, including visiting schools on a regular basis to engage with potential pupils, parents and staff.
- To assist with the development of internal prep school pupil recruitment events including open mornings, tours, challenges and workshops.
- To develop, build and maintain strong relationships with prep schools (pupils, parents, and staff).

### Reporting Structure



### 4. PURPOSE OF JOB:

- To inform and contribute to a prep school liaison strategy and a prep school liaison programme.
- Work with the director of marketing to involve Prep Schools with marketing events at School and outside of school.
- To represent Christ's Hospital and raise the profile of the School to help increase pupil enquiries from prep Schools, including visiting schools on a regular basis to engage with potential pupils, parents and staff.
- To assist with the development of internal recruitment events including open mornings, tours, challenges and workshops.
- To develop, build and maintain strong relationships with prep schools (pupils, parents, and staff).

<p><b>Responsibilities/Accountabilities</b></p> <ul style="list-style-type: none"> <li>• Develop school liaison activities that enhance and support relationships with staff, pupils and parents from prep schools both locally and further afield.</li> <li>• Work with the marketing team to co-ordinate and publicise open mornings to prep schools.</li> <li>• Generate and follow up leads, generated internally and externally, to support the School in reaching its prep school pupil recruitment target.</li> <li>• Work with the Director of Marketing to analyse school recruitment data and implement</li> <li>• Undertake administration and correspondence to support the prep school liaison activities.</li> <li>• Develop/update/maintain a database, including key contacts such as Prep School Heads, Registrars, Head of Year, numbers in year groups and activity undertaken.</li> <li>• Track and monitor school liaison work to prioritise work and demonstrate impact.</li> <li>• Be the champion of Christ's Hospital with the prep schools we liaise with.</li> <li>• To demonstrate a commitment to improving and developing the organisation's processes and facilities</li> <li>• To carry out such duties that may be reasonably required by your line manager</li> </ul>	
<p>Christ's Hospital is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment</p>	
<p><b>PERSON SPECIFICATION</b></p>	
<p><b>Experience</b> <i>(Types of experience needed)</i></p>	<p>The post holder's work involves a high degree of intelligence and flexibility. In the role of School Liaison Officer, the post holder must have the ability to think and plan ahead. The post holder should have a real flair for communications. They will have an excellent telephone manner and enthusiasm for working with young people.</p> <ul style="list-style-type: none"> <li>• Experience of working in a sales/marketing environment</li> <li>• A minimum of two years' experience in customer service</li> <li>• Experience in handling and recording information electronically</li> <li>• Experience of working in an independent school</li> <li>• Working as part of a team in an office environment</li> </ul>
<p><b>Qualifications</b> <i>(Minimum qualifications needed, relevant experience may be a substitute)</i></p>	<ul style="list-style-type: none"> <li>• A minimum of three A Levels – grade C and above</li> <li>• An AMCIS Certificate in Admissions Management (ideal not essential)</li> </ul>
<p><b>Skills &amp; Abilities</b> <i>(Written/oral communication, dealing with public, team working skills, etc.)</i></p>	<ul style="list-style-type: none"> <li>• Excellent telephone techniques</li> <li>• Be proficient in the use of Microsoft Office</li> <li>• Strong numeracy skills</li> <li>• Work on own initiative</li> <li>• Proactive and 'Can Do' attitude</li> <li>• Be able to prioritise own workload</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Be able to work under pressure</li><li>• Strong organisation skills</li><li>• Excellent attention to detail</li><li>• Team player</li></ul> |
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<b>Additional Work Elements</b>
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| <ul style="list-style-type: none"><li>• In the event of a major incident or disaster, you may be required to provide assistance, in whatever capacity necessary and participate in any training to ensure the School is fully prepared</li></ul> |
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<b>HR REFERENCE DETAILS</b>
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