



ST JOHN'S SCHOOL

Job Description

FUNCTION:	Support Staff
JOB TITLE:	Admissions Marketing Assistant
REPORT TO:	Head of Admissions and Marketing

Job Purpose

To support the effective delivery of the School's admissions and marketing functions, ensuring a professional and welcoming experience for prospective families while maintaining accurate admissions and marketing data.

The Admissions and Marketing Assistant will contribute to the growth and reputation of the School by supporting admissions processes, tracking performance data, assisting with marketing activities, and helping to develop the School's digital presence.

Working closely with colleagues across the School, the postholder will help ensure that admissions and marketing activities are delivered efficiently, professionally, and in line with the School's ethos and values..

Key Responsibilities

1. Admissions Support and Data Management

- Maintain and update admissions data accurately using the School's systems.
- Support the tracking of enquiries, visits, applications and conversions.
- Assist in managing the admissions pipeline to ensure timely follow-up and progression.
- Prepare and maintain reports on admissions activity as required.
- Ensure attention to detail and accuracy in all admissions records and communications.

2. Customer Service and Family Engagement

- Act as a key point of contact for prospective families, providing a welcoming and professional experience.
- Respond to enquiries promptly and effectively via email, telephone and in person.
- Support the organisation and delivery of admissions events, visits and open mornings.

- Maintain a high standard of communication aligned with the School's values and expectations.
- Ensure all interactions reflect a positive and professional image of the School.

3. Marketing Support and Data Tracking

- Assist in tracking the effectiveness of marketing activity, including campaigns and marketing channels.
- Support the collection and organisation of marketing data for reporting and analysis.
- Maintain accurate records of marketing engagement and outcomes.
- Support the coordination of marketing materials and communications.
- Assist in monitoring admissions and marketing performance against agreed objectives.

4. Digital and Social Media

- Support the development and regular updating of the School's social media platforms.
- Create engaging content aligned with the School's ethos and messaging.
- Assist with planning, scheduling and publishing content to promote school life, events and achievements.
- Ensure consistency in tone, quality and presentation across all digital channels.
- Support the growth and engagement of the School's online presence.

5. Design and Content Creation

- Assist in the creation of marketing materials using Canva or similar platforms.
- Support the preparation of promotional materials, newsletters and communications.
- Ensure all materials are visually consistent and aligned with the School's branding.
- Contribute ideas and content for marketing campaigns and school publications.

6. Organisation and Administrative Support

- Provide general administrative support to the Admissions and Marketing function.
- Assist with the organisation of events, communications and documentation.
- Maintain organised records and ensure compliance with data protection requirements.
- Work collaboratively with colleagues to support the overall effectiveness of the function.
- Undertake additional duties commensurate with the role as reasonably requested.

Person Specification:

Essential Qualifications and Experience

- Strong organisational skills and attention to detail.
- Excellent communication and interpersonal skills.
- Ability to provide a high level of customer service.
- Confidence in using administrative and data systems.
- Ability to manage multiple tasks and priorities effectively.
- Professional, reliable, and adaptable approach.

Desirable Qualifications and Experience

- Experience of admissions, CRM systems, or sales pipeline management.
- Experience in a marketing or communications role.
- Confidence using social media platforms in a professional context.
- Experience using Canva or similar design tools.
- Understanding of data tracking and performance analysis.

Skills and Competencies

- Strong administrative and organisational capability.
- Ability to analyse and maintain accurate data records.
- Excellent written and verbal communication skills.
- Ability to build positive relationships with prospective families and colleagues.
- Confident use of Microsoft Office applications and digital systems.
- Ability to work independently while contributing effectively as part of a team.

Personal Attributes

- Friendly, welcoming and professional manner.
- Reliable, flexible and adaptable in approach.
- Positive attitude and commitment to excellent customer service.
- High standards of personal presentation and professionalism.
- Commitment to supporting and promoting the ethos and values of St John's School.