



Ark Evelyn Grace Academy



Marketing, Admissions and Administration Officer

Ark Evelyn Grace Academy

"Cleverer and kinder every day"

Start date: TBC

Salary: Ark Inner London Support Scale, Grade 7, point 14-18: £27,508 - £32,881, depending on experience

Location: Brixton, London

Nearest Tube station: Brixton (Victoria)

Deadline: 4th February 2021

Interviews: TBC

We believe education is transformational. That is why what we do matters and why we are always seeking to improve our practice. As Marketing, Admissions and Administration Officer at Evelyn Grace you will join me and together, we will shape and develop our academy, and thereby realise our ambitions in building an outstanding school.

Teaching is indeed a noble profession and to teach in a disadvantaged context is nobler still. However, to simply turn up and teach is never enough. Education is only transformational if every student has a consistent diet of six great lessons every single day. Great schools develop great teachers so that all students might secure the very best outcomes in their chosen subjects. Only then will our students be able to leave this school and compete for the very best positions in their chosen career.

I intend for Evelyn Grace to be the school of choice in the local community, whose reputation is centred on great teaching, exemplary behaviour and unrivalled opportunities beyond the classroom. This will only be achieved through our collective efforts.

As teachers we know that there is no substitute for hard work and this, above all else, will help our students understand and achieve excellence. We will help each student gain a firm knowledge and understanding so that the passion for their subjects grows and matches that of every one of us.

We are seeking to appoint a dedicated and enthusiastic individual who is passionate about education as a means of helping our students become cleverer and kinder every day. We believe that all our students can achieve excellence, no matter what their background and that they all deserve the very best teachers and resources to help them secure the very best qualifications. Accordingly, the Academy offers a rigorous curriculum and a broad enrichment programme for students at all key stages.

Schools are not just a place of learning; they are a journey of self-discovery, intellectual enquiry and growth. That should be as true for every member of staff as it is our students. However, this goal is only possible if we work consistently and in harmony.

Join us in providing excellence for all.

Yours faithfully,



Tim Dainty

Principal

Job Description: Marketing, Admissions and Administration Officer

Reports to: Assistant Principal

Start date: TBC

Salary: Ark Inner London Support Scale, Grade 7, point 14-18: £27,508 - £32,881, depending on experience

The Role

As Marketing, Communications and Admissions Officer, you will play a pivotal role in promoting Ark Evelyn Grace Academy to prospective parents and students, prospective staff, the local community and the wider public. The role is central to the implementation of all marketing and communications activities and there is a strong emphasis on writing for both print and for the web. The role also involves overseeing all secondary school admissions and in-year admissions.

Key responsibilities

Publications

- Assist in the development and production of all school publications from brief stage through to writing content, proofing and production, including prospectus, newsletters, and flyers in accordance with the marketing schedule.
- Produce the termly newsletter, seeking and compiling content, and managing full production.
- Liaise with the external design agencies and ensure all publications adhere to brand guidelines.

Digital

- Day to day management of the website ensuring content is up-to-date as well as sourcing, writing and publishing new content.
- Together with the Principal & AP devise and manage a communications plan for social media including Twitter, Facebook and Vimeo.
- Develop and produce online communications to include e-newsletters.
- Create, manage and maintain a photo library and assist in the creation and collection of multi-media content for use across a range of communication channels.

Public relations

- Research and draft press releases and editorial for local and national media.
- Liaise with local press contacts where appropriate.
- Maintain press cuttings archive and monitor effectiveness.

Admissions

- To oversee all secondary transfers, liaising with Lambeth admissions, primary schools and any other relevant sources.
- To oversee all secondary in-year admissions.
- To liaise with ARK Central and Lambeth and deal with all admin for secondary appeals.
- To arrange all paperwork for parent/pupil meetings, primary school visits, collect paperwork in once complete and input on to school database.
- To arrange all admin for Taster Days, liaise with primary schools to find suitable dates.
- Collate all paperwork for parents re: new students for:
 - Secondary (Year 7)
- Enter onto Bromcom during summer holidays for September

Administration

- Assist the Office Manager and Admin team with school administration duties
- Provide cover for the Reception desk as necessary, following procedures for access and exit from site, signing visitors in and out, answering the telephone and responding to enquiries.
- Make on-call announcements when requested.

- Sort and distribute mail
- Input and management of student data
- Organise the collation and distribution of publicity materials and application forms to schools and individuals as appropriate.
- To take ownership of allocated projects to meet the needs of the Academy in order to achieve project goals.

Other

- Actively promote the safety and welfare of our children and young people
- Ensure compliance with Arks data protection rules and procedures
- Liaise with colleagues and external contacts at all levels of seniority with confidence, tact and diplomacy
- Work with Ark Central and other academies in the Ark network, to establish good practice throughout the network, offering support where required

This job description is not an exhaustive list and you will be expected to carry out any other reasonable tasks as directed by your line manager.

Personal Specification: Marketing, Admissions and Administration Officer

Qualification Criteria

- Right to work in the UK
- Relevant professional qualifications

Knowledge, Skills and Experience

- Experience of running effective administrative systems, ideally within a school
- Experience of editing and copy writing
- Experience of manipulating data in excel
- Experience of using design software, including Publisher, Photo Shop, Illustrator etc.
- Experience of editing and uploading website content and using social media
- Experience of events management and coordination
- Excellent written and oral communication skills
- Good IT skills, including the ability to confidently use Microsoft Word, Excel, Outlook and other publishing/editing or design packages as mentioned above
- Highly numerate, with particular skills in financial administration
- Willingness and ability to learn and operate new IT systems and databases
- Excellent administrative and organisational skills

Behaviours

- Genuine passion and a belief in the potential of every pupil
- Flexible, highly organised and able to multi-task and prioritise work to meet deadlines
- Helpful, approachable and positive nature and ability to stay calm and diplomatic under pressure
- Able to take ownership of tasks and work with minimal supervision
- Have exacting standards and a keen eye for detail
- Keen to learn and further develop own skills
- Excellent people skills and emotional intelligence
- Exercises sound judgment, especially relating to confidentiality and discretion.

Other

- Right to work in the UK
- Commitment to equality of opportunity and the safeguarding and welfare of all students
- Willingness to undertake training
- This post is subject to an enhanced DBS check