



St Paul's Steiner School

Job Title:	Admissions & Marketing Officer
Reports to:	Administration Manager & Headteacher
Salary:	Up to £30,044 p.a.
Hours	40 hours per week, 52 weeks p.a with 7.6 weeks leave including bank holidays
Start date:	April 2025
Line management:	N/A

The role at times requires additional hours on occasions to fulfil the requirements of the post.

Job Purpose:

This exciting role has been created to maximise the influence and impact of our work as a school, by engaging with alumni, current families, prospective families and the wider community.

You will grow and develop our newsletter, social media outlets, community groups, and play an important role in continuing to build the school's reputation as leaders in alternative education.

Duties and Responsibilities:

Marketing & PA Duties

- Supporting the HT with day-to-day management of general daily communications.
- Researching and creating content for our school's newsletters.
- Keeping the school's website and calendar up to date.
- Ensuring regular social media presence with positive, engaging content.
- Assisting the Admissions officer - Development of SPSS brand, including promotion and ongoing review of admissions.
- Creation of content for press, promotion and publicity.
- Contribute to the school's marketing strategy and work with the Admin Team to actively build marketing strategies around the school admissions.
- Reviewing and organising incoming media, including photos and videos from sessions and trips.
- Supporting SBT with developing new school relationships.
- Designing new methods of attracting prospective students to wider audience.
- Creating stronger alumni engagement.
- Implementation of an ongoing fundraising plan, including researching prospective funders, and writing grant proposals.
- Participate in recruitment tours, open houses, school fairs, information sessions, exhibitions and performances, school visits and off-campus events.
- Undertake a diverse range of secretarial and administrative duties for the Headteacher and other staff, acting as personal assistant to the Headteacher keeping the diary, making arrangements and carrying out general office duties in order to free the Headteacher and other staff to concentrate on curricular issues and to ensure well-presented and accurate correspondence, reports and other documentation.

Admissions

The successful candidate will:

- Hold responsibility for the day to day management of pupil enrolment and management from initial enquiry to leaving the school.
- Meet with Admin Manager weekly to provide a report.
- Write a report for the school trustees monthly to give an accurate update on school admissions.

- Respond swiftly and effectively to all enquiries about the school and our admissions process.
- Work with the Admin Team to actively build marketing strategies around the school admissions.
- Undertake research, cost analysis and comparison for admissions software providers.
- Work under close supervision of the school Administration Manager for pupil registration, on-rolling, and pupil data management.
- Promote and participate in supporting the operation of the school following the Steiner Waldorf ethos in a positive and healthy way to prospective families joining the school.
- Ensure the school environment is fresh, welcoming, vibrant and up to date for visitors and prospective new students.
- Ensure school admissions literature is kept up to date and in good supply.
- Through co-ordination with the Admin Team, work closely with the Early Years, SEN and class Teachers through the admissions process.
- Organise and oversee open tours of the school and school open days.
- Provide cover support to the administration team when required.

Qualifications:

Essential

- A good University Bachelors Degree or its equivalent
- Experience working in an admissions role in a school
- Experience of working in a similar field
- Good literacy skills: to be able to write appropriate and accurate correspondence; and to proofread school communications.
- Good verbal and written communication skills: including the ability to relate well to children and adults; to build and maintain positive relationships and project a positive image of the School at all times.
- Able to demonstrate good numeracy and analytical skills.
- High level of competence using the Internet, Social media, IT Systems and programs, Word, Excel and Outlook.

Desirable

- Experience of working in a school

Other

- Will need to be able to commit to occasional work outside normal school hours
- Willingness and ability to cover reception and other administrative duties when required.

Working with colleagues and other relevant professionals

- Communicate effectively with other staff members and pupils, and with parents and carers under the direction of the class teacher
- Understand their role in order to be able to work collaboratively with classroom teachers and other colleagues, including specialist advisory teachers
- Develop effective professional relationships with colleagues

Whole-school organisation, strategy and development

Health and safety

- Promote the safety and wellbeing of pupils, and help to safeguard pupils' well-being by following the requirements of Keeping Children Safe in Education and our school's child protection policy
- Look after children who are upset or have had accidents

Professional development

- Help keep their own knowledge and understanding relevant and up-to-date by reflecting on their own practice, liaising with school leaders, and identifying relevant professional development to improve personal effectiveness

- Take opportunities to build the appropriate skills, qualifications, and/or experience needed for the role, with support from the school
- Take part in the school's appraisal procedures

Personal and professional conduct

- Uphold public trust in the education profession and maintain high standards of ethics and behaviour, within and outside school
- Have proper and professional regard for the ethos, policies and practices of the school, and maintain high standards of attendance and punctuality
- Demonstrate positive attitudes, values and behaviours to develop and sustain effective relationships with the school community
- Respect individual differences and cultural diversity

The postholder will be required to safeguard and promote the welfare of children and young people, and follow school policies and the staff code of conduct.

Please note that this is illustrative of the general nature and level of responsibility of the role. It is not a comprehensive list of all tasks that the teacher will carry out. The postholder may be required to do other duties appropriate to the level of the role.

Person Specification

- Ability to be open to comment and constructive criticism on ones own work.
- To be prepared to attend training courses in First Aid, Food and Hygiene, SEN, Child protection etc. as deemed necessary to work with young children
- To have a working knowledge of Health & Safety regulations
- Committed to safeguarding and promoting the welfare of children and young people.
- Ability to be organised and systematic about ones own work load; prioritising and, where appropriate, delegating tasks.
- Ability to work on own initiative and as part of a team, recognising each member's individualities while also showing willingness to compromise and adapt according to the demands of the situation.
- Ability to be flexible and co-operative under pressure of time and the multifarious demands of School life.
- Have a commitment to a deepening understanding of Anthroposophy and the principle of Steiner Waldorf Education

This job description may be amended at any time in consultation with the postholder. Please note that this is illustrative of the general nature and level of responsibility of the role. It is not a comprehensive list of all tasks that the postholder will carry out. The postholder may be required to do other duties appropriate to the level of the role, as directed by the Headteacher or Line Manager.

Notes

St Paul's Steiner School is committed to equality of opportunity. We encourage applications from individuals of any of the many BAME backgrounds.

St Paul's Steiner School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The offer of this post is subject to statutory clearance by Disclosure and barring Service and Teacher's prohibition list check. The appointment will be subject to two satisfactory references, one of which must be from the candidate's most recent employer.