



## JOB DESCRIPTION

### HEAD OF MARKETING & ADMISSIONS

<b>Job Title:</b>	Head of Marketing & Admissions
<b>Line Manager:</b>	Head Master, Harrow International School Appi Japan

#### About the Position

As a member of the Senior Leadership Team, the Head of Marketing & Admissions will play a full role in the strategic direction of the school, ensuring that roll targets are met, a healthy nationality balance maintained, and a consistent brand identity and message presented.

Working with managers in marketing and admissions, and other members of the Senior Leadership Team, the role oversees all aspects of marketing and admissions and will be responsible for developing and implementing a strategic marketing and admissions plan, including: advertising and promotional materials, digital and social marketing, admissions events, tours and administrative systems, and other external communications.

The Head of Marketing & Admissions will also take the lead in ensuring that school events and activities operate to the highest of standards, including, in particular, meetings and events involving parents and VIP tours of the school.

In the case of unforeseen events, crisis or other potentially problematic situations, the Head of Marketing & Admissions will take the lead on external communications and will be expected to proactively take appropriate action to maintain the positive image and good standing of the school.

#### Purpose of Job

To provide strategic direction and leadership for all marketing and admissions activities, implementing strategies which align with and support the school's vision, mission and values.

#### Duties and Responsibilities

##### Admissions

- Ensure that all admissions procedures are conducted in accordance with school and group recruitment policies and standards.
- Based on market research, analysis and contextual knowledge, develop and implement strategic admissions plans which support achievement of the school's enrolment targets.
- Manage and provide oversight of the end-to-end parental/student admissions journey, including but not limited to:
  - Manage administrative systems to ensure admissions enquires are handled promptly and effectively.
  - Implement an effective Customer Relationship System, ensuring that enquiries are followed-up and regular communication with prospective parents are maintained.
  - Coordinate school tours/visits, demonstration lessons, trial periods and all general admissions activities.
  - Facilitate and organise parental meetings with school staff as part of the admissions process.
  - Coordinate application and placement testing for prospective students, providing an admissions process that is slick and professional, manages expectations and admits students who will flourish in the school.
  - Maintain good relationships with key recruitment channels in Japan and overseas.
  - Provide regular updates, reports and data analysis on admissions performance.
- Line manage the Admissions staff, ensuring that the Admissions Department is working as effectively and efficiently as possible.
- Ensure that the student recruitment process is well structured, with clear policies and procedures that are well communicated, understood and followed by parents and members of staff.
- Monitor student departures by conducting exit surveys and interviews, reporting on their findings and ensuring that links are maintained with departing families. Ensure that this data is used effectively.

### **Marketing/Branding**

- Develop, implement and review an ambitious and effective marketing strategy, to include print, digital, social, PR, TV, video and all other promotional media as relevant.
- Ensure the school has appropriate media coverage and profile with key influencers such as educational associations, professional websites, compendia, and journals.
- Proactively seek opportunities to promote the school to potential and existing stakeholders and markets in eye catching, innovative and effective ways and in line with group marketing and brand guidelines.
- Ensure that official documentation such as school correspondence templates (letter heads, email templates, business cards, school and course prospectuses and other documents) are effectively promoting the school and its services and are aligned to appropriate Harrow Group guidelines.
- Ensure that the many events and programmes offered by the school are effectively recorded and communicated to an appropriate audience.
- Be one of the 'faces of Harrow' in the public eye, ensure that other key school leaders maintain an appropriate public profile.
- Identify and analyse the potential of new and emerging regional markets and ways in which the school can create the appropriate profile within them, including but not limiting to: Japan, Singapore, Hong Kong SAR, Mainland China, etc.
- Utilise regional agents, fairs, exhibitions, conferences, competitions etc as appropriate.
- Develop relationships with agents and promoters.
- Monitor school branding to ensure consistency and appropriateness.
- Ensure effective marketing for onsite and offsite holiday programmes.
- Manage and measure marketing campaign costs; ensure the effectiveness of marketing campaigns using pre-determined KPIs.

### **Website**

- Ensure that the school's website is fresh, eye catching, informative, user friendly and representative of the 'Harrow Brand' and the range of achievements, events, programmes, services and opportunities occurring in or planned for the school.
- Monitor and report on website usage, taking action to leverage website views and engagement as a source of student recruitment.
- Ensure that the website is secure and that best-practice safeguarding protocols are followed.

### **Boarding**

- Specifically promote the Boarding provision of the school to existing and new markets.
- Seek opportunities to recruit students from a range of linguistic backgrounds, supporting the use of English as a common language.
- Work with senior boarding staff to ensure that boarding capacity informs marketing and admissions strategies.
- Gather and analyse feedback on Boarding, using this data to more effectively market Harrow Appi's boarding provision.

### **Event Planning and Management**

- Lead and manage both internal and external marketing, admissions and community events.
- Lead the marketing team in organising school events, provide onsite facilitation.

### Parent/Community Engagement

- Develop, implement, lead and review an effective system for enhancing parent and family engagement.
- Encourage family/parental engagement and involvement in school life in the campus and the wider community through efficient two-way communications strategies.
- Create opportunities for family participation in learning, leadership, and advocacy.
- Develop with parents and community representatives practical actions for school improvement.
- Develop and implement customer relationship plans to cultivate parents' loyalty and maintain positive engagement.
- Welcome new parents, ensuring that their orientation and induction to the school and its procedures and expectations gives the most positive first impression possible.

### Budget Management

- Plan, maintain and manage annual and termly budgets for admissions and marketing.
- To monitor expenditure in relation to budget.

### Others

- Seek out new, and maintain relationships with existing, relocation companies and other agents and contacts with whom to promote the school within Japan.
- Undertake continuous analysis of competitive environment and consumer trends.
- Working with senior academic staff, create and manage a school calendar of events.
- Continually review changes to the market, national and regional trends and the activities of competitors, adjusting the marketing plan as necessary.
- Identify new business opportunities.
- Other ad-hoc duties as assigned.
- Travel maybe required upon request.

### Requirements

1. Bachelor's degree, ideally in marketing or a related field.
2. Fluency in English and at least one of Japanese or Chinese.
3. Extensive work experience (15+ years) in the education industry preferred.
4. Knowledge of the international school market in Japan and globally, with a strong understanding of and affinity towards the British education system (and boarding) preferred.
5. Expert digital and social media marketing knowledge and skills.
6. *Strong project management and people management*: able to effectively recruit, supervise and mentor members of the marketing and admissions teams.
7. Culturally aware and sensitive, internationally-minded.
8. Able to live and work as part of a vibrant boarding community, actively engaging in all aspects of school life (including evening and weekend events).
9. *Leadership and influencing*: A good communicator. Able to portray your vision and ideas to the senior team. Able to lead and direct the work of others and network to represent the school to outsiders.
10. *Data analysis*: able to analyse market trends and the positioning of competitors, to provide a foundation for marketing strategies.
11. Outstanding leadership and organisation skills. Analytical and creative. Able to meet deadlines and to work under pressure.
12. Outstanding time management and problem-solving skills, results driven, strategic and attention to detail.



Education is ever-changing and all staff are expected to participate constructively in school activities and to adopt a flexible approach to their work. Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. The post holder will be expected to comply with any reasonable request from the line manager to undertake work of a similar level that is not specified in this job description. This job description may be amended at any time following discussion between the line manager and member of staff, and will be reviewed annually during the appraisal process, and will be varied in the light of the business needs of the school.