



PALMERS GREEN
HIGH SCHOOL

HEAD OF ADMISSIONS AND MARKETING CANDIDATE INFORMATION PACK

INTRODUCTION

Palmers Green High School (PGHS) seeks to appoint a dynamic and experienced individual to successfully market the school and recruit pupils, ensuring that the experience of prospective parents and pupils, from the initial contact with the school to starting as a new pupil, is positive and professional.

The successful applicant is likely to have a prior track record of success in strategic marketing and/or prior experience in admissions / pupil recruitment.

The Head of Admissions and Marketing is a newly created role and presents an exciting opportunity for an admissions and marketing professional to contribute to the future success of Palmers Green High School. The postholder will report directly to and work closely with the Head.

The closing date for applications is Wednesday 1st May at 12 noon. Interviews will take place during the week commencing 6th May or 13th May. The school reserves the right to interview suitable candidates before the closing date so early applications are encouraged.

THE SCHOOL

Founded in 1905 by Miss Alice Hum, a Quaker, Palmers Green High School is unique in the North London area because it is a small selective school providing challenging and stimulating educational opportunities for approximately 300 girls aged 3-16 from a diverse range of cultural backgrounds.

The school's motto "By Love Serve One Another" was set by its founder and, whilst Miss Hum was a Quaker, the school has no official religious affiliation, although it celebrates Founder's Day and Christmas with services held at the church of St John The Evangelist on Bourne Hill, where some PGHS lessons were taught during World War II when Keble Preparatory School for Boys had to share the main PGHS site in Hoppers Road.

Girls from Reception to Year 11 are taught on the main school site, situated in a residential road in Winchmore Hill. The PGHS Nursery for 3-4 year olds is situated in Bush Hill Park, some 10 minutes' drive from the main school. This section of the school is housed in a purpose-designed single storey building, which was originally a Plymouth Brethren Meeting House.

In January 2022, ISI carried out a Focused Compliance and Educational Quality inspection and reported that PGHS was fully compliant and graded the Educational Quality of the school as excellent. The school has an outstanding record of academic success in public examinations. In 2023, the school's overall percentage of GCSEs A*/9/8 grades was a magnificent 41% and A*/9 to A/7 a fantastic 69%, placing our pupils amongst the top performers in the country.



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PERSON SPECIFICATION

We are seeking a dynamic and experienced individual to successfully market the school and recruit pupils, ensuring that the experience of prospective parents and pupils, from the initial contact with the school to starting as a new pupil, is positive and professional. The successful applicant is likely to have a prior track record of success in strategic marketing and/or prior experience in admissions / pupil recruitment.

They will be able to set the highest professional standards at all times in all aspects of their role. They will establish and maintain effective professional working relationships with all stakeholders. The successful applicant must be an ambitious, confident and proactive leader who is willing to roll up their sleeves and take on all aspects of work in the Marketing and Admissions Department. They will be an outstanding communicator, verbally and in writing, able to produce documentation to the highest standards and proofread with confidence. They are likely to have a clear understanding of, and affinity to, the London girls' day school market.

They will be willing to act as an ambassador for the school to current and potential parents, Prep schools and the wider community. They will have a strong appreciation and understanding of the importance of excellent safeguarding in schools. They will be comfortable with technology and have an appetite to further develop and enhance current systems and processes in place.

RESPONSIBILITIES

Working closely with the Head, the successful candidate will:

Leadership and Management

- Develop and implement the school's Admissions and Marketing strategy;
- Regularly evaluate the success of the school's plans for pupil recruitment and marketing, initiating proactive interventions as appropriate, to meet agreed targets;
- Ensure the school meets its recruitment and retention goals in alignment with the budget;
- Effectively manage the Admissions and Marketing budget, ensuring a return on investment in these areas;
- Be well informed about educational and economic trends and policies that influence pupil recruitment;
- Provide frequent updates and reports to the governors;
- Oversee the work of the Marketing and Admissions Officer and its effectiveness;
- Develop links with feeder and other local schools, nurseries, playgroups and charities, creating opportunities to spread brand awareness and contribute to the school's charitable aims;
- Be a visible ambassador for Palmers Green High School.

Admissions

- Develop and articulate a clear action plan for recruitment at key entry points as well as for occasional vacancies;





- Ensure accurate forecasting, statistical review, trend analysis and reporting of all pupil enquiry, registration and conversion data.
- Proactively identify and develop additional channels of recruitment and admissions and marketing strategies;
- Stay updated on emerging trends in recruitment and the evolving landscape of the independent education sector;
- Develop and implement effective admissions processes and communication which reflect the values and aims of Palmers Green High School;
- Actively seek and incorporate feedback from parents, prospective parents, joiners and non-joiners and feeder schools for future admissions strategies;
- Manage and run admissions events, evaluate their success, and continuously enhance what they offer, seeking feedback from attendees and staff;
- Play a vital, proactive role in the recruitment of pupils and be responsible for overseeing all aspects of pupil admissions from initial enquiries to enrolment.

Marketing

- Gain a comprehensive understanding of target audiences, competitors and market dynamics;
- Acquire a deep knowledge of the local market and prospective parent demographics;
- Develop a targeted and cost-effective marketing plan in line with the school's brand and strategic objectives;
- Be responsible for the management of the school brand, providing overall editorial and design control across all communications and advertising;
- Oversee the development and implementation of an effective and dynamic social media strategy;
- Oversee all advertising and promotional materials (offline and online);
- Develop links with feeder and other local schools, nurseries, playgroups and charities, creating opportunities to spread brand awareness and contribute to the school's charitable aims;
- Implement and interpret essential data and research projects, including surveys of parents, staff and pupils, non-joiner research, exit interview evaluations, sociodemographic research, affordability studies, and others as needed
- Determine the appropriate use of and lead strategic and operational partnerships with essential agencies and suppliers such as creative services, web development, photography, film production, media and print etc;
- Plan and implement digital and offline campaigns with objectives to include brand awareness, search engine optimisation, remarketing and targeted conversions, including the use of analytic data.





Events

- Oversee all admissions and marketing events, ensuring detailed planning and effective and timely communication to all attendees;
- Attend all internal events and feeder school, local and national school fairs and forums as agreed with the Head;
- Speak about admissions as required by the Head at Open Days, external future schools events, or other appropriate pupil recruitment events.

Other duties: This job description sets out the main duties. No job description can be fully comprehensive and the Head of Admissions and Marketing will be required to support the Head in any work reasonably required to support the operation of the school.

Qualifications, Experience and Skills

- Educated to degree level or equivalent;
- Demonstrable understanding of the principles of pupil recruitment;
- Good commercial awareness backed by strong analytical skills;
- Excellent interpersonal skills and demonstrable experience of managing effective relationships with key stakeholders;
- Significant experience of the principles and practices of marketing including PR, media relations, advertising and branding;
- Significant experience of communications, including digital and social media;
- Experience of devising and implementing marketing strategies;
- Excellent IT skills, including use of Excel and databases.

Personal Attributes

- Confident and proactive;
- Highly motivated, forward thinking and eager to achieve;
- Strategic thinker, able to drive change and bring others along;
- Excellent communication skills and accomplished public speaker, able to engage audiences internally and externally, at all levels;
- Able to effectively juggle a range of tasks and competing priorities;
- Vision and creative flair;
- A people person and comfortable networker, able to interact with people at all levels;
- A passion for education and empathy with the independent sector;
- A clear commitment to delivering best practice in safeguarding.





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SALARY AND CONDITIONS

Salary: in the region of £50k

Hours: Full-time, 35 hours per week (plus some out of hours / weekend event attendance)

Contract type: Full-time, permanent

28 days holiday (+ bank holidays) per annum

Contributory pension scheme

Lunch provided during term-time

THE PROCESS

Applicants are asked to complete the TES online Application Form. The closing date for applications is Wednesday 1st May at 12 noon. Interviews will take place during the week commencing 6th May or 13th May. The school reserves the right to interview suitable candidates before the closing date so early applications are encouraged.

Palmers Green High School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. All successful candidates will be required to undertake a criminal record check via the DBS. The school will also undertake checks with past employers. It is an offence for a person barred from working with children to apply for this post.

Palmers Green High School is committed to Equal Opportunities and welcomes applications from all sections of the community.



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