



## RYDE SCHOOL JOB DESCRIPTION

**ROLE:** Admissions and Marketing Co-ordinator

**START DATE:** ASAP

**ROLE SUMMARY:** As a pivotal member of the Admissions and Marketing team, you will ensure every prospective family enjoys a seamless, professional, and personal admissions journey. You will guide and support families through the full recruitment lifecycle for both day and boarding pupils, from initial enquiry to their first day, ensuring accuracy and attention to detail in all aspects including communication and data management.

In this multifaceted role, you will support marketing initiatives to promote the school locally and globally. Additionally, you will serve as the logistical lead for our international boarding community, overseeing the precise coordination of pupil travel throughout the year.

### **SPECIFIC RESPONSIBILITIES:**

#### **Admissions**

- **First Impressions:** Provide a warm, professional, and timely response to all incoming enquiries, acting as a dedicated ambassador for the school.
- **Visit Management:** Curate exceptional visit experiences for prospective families, including bespoke schedules and meetings with staff.
- **Data Integrity:** Maintain the admissions database (iSAMS) to ensure all records are accurate, up-to-date, and compliant with GDPR.
- **Compliance & Visas:** Maintain meticulous records for international sponsored students, ensuring the school remains fully compliant with UK Visas and Immigration (UKVI) requirements.
- **Agent Liaison:** Manage agency agreements and references, ensuring the international partner database is current.
- **Assessment Co-ordination:** Prepare paperwork and digital platforms for online and in-person assessments and interviews, ensuring data is collated accurately for review.
- **Event Support:** Assist in the planning and delivery of Open Mornings, scholarship programmes, "Future Schools" events, and recruitment fairs.
- **Onboarding:** Co-ordinate "Taster Days" and manage the induction process for new pupils, ensuring key staff have necessary data for a smooth transition.
- **Travel Co-ordination:** Take the lead on tracking and organising international boarder travel arrangements to ensure safe and efficient arrivals and departures, communicating plans with all stakeholders.
- **Transport Logistics:** Manage airport transfers and Solent crossings for start/end of terms.
- **Flight Tracking:** Monitor student flight schedules and delays to ensure seamless arrivals and departures.
- **Finance Liaison:** Co-ordinate with the Finance department to ensure all travel arrangements and costs are accurately recorded.

#### **Marketing Support**

- **Content Creation:** Assist in gathering news and photos from across the school to create engaging content for social media and the school newsletter.
- **Digital Presence:** Support the updates of the school website and help monitor digital enquiries.
- **Collateral Management:** Assist in the distribution and stock-monitoring of marketing materials, such as prospectuses and banners for local events.

### **KEY SKILLS & COMPETENCIES:**

- **Detail-Oriented:** A meticulous approach to data entry (iSAMS) and travel logistics where accuracy is paramount.
- **Strong Computer Literacy:** Highly computer literate, proficient in the use of databases (CRM). Familiarity with website content management systems (CMS) an advantage but not essential.
- **Exceptional Communicator:** The ability to build immediate rapport with families from diverse cultural backgrounds, both in person and in writing.
- **Highly Organised:** A proven ability to multitask, moving from creative marketing tasks to complex travel coordination with ease.
- **Proactive Problem-Solver:** A calm and resourceful attitude, particularly when managing live travel updates or event logistics.
- **Brand Ambassador:** A professional, welcoming demeanor that reflects the high standards and values of Ryde School.

## WORKING HOURS

- **Core Hours & Flexibility:** This is a 9am to 5pm, full time, year round role, attendance at events outside of core hours (such as Recruitment Fairs) may be required.
- **Travel Periods:** With prior planning, additional hours and flexible working will be necessary at the start and end of terms to monitor boarding travel and ensure the safe arrival or departure of pupils.