



## **Director of Marketing, Admissions and Development**

### **Information for Candidates**



**Start Date: 1<sup>st</sup> June 2018 or as soon as possible thereafter**

*Candidates should also spend time looking at St Clare's website [www.stclares.ac.uk](http://www.stclares.ac.uk) which provides information about the college and the courses on offer. The staff recruitment section provides additional information about the college and the recruitment process. All applications and queries relating to this position should, however, be directed to*

*RSAcademics*

## INTRODUCTION

**Applications are invited for the post of Director of Marketing, Admissions and Development at St. Clare's Oxford, with effect from 1 June (or as soon thereafter as possible subject to the successful candidate's existing contract).**

St. Clare's is seeking to appoint a Director of Marketing, Admissions and Development to provide inspiring and strategic leadership of all its marketing, admissions and development activities.

This is a newly-created post and the post holder will be a key public face of the college. He or she will be responsible for attracting, recruiting and maintaining maximum student numbers on roll and enhancing the standing and reputation of St. Clare's as an educational institution, a charity and a significant contributor to the local, national and international community.

The position will report to the Principal and will also be a member of the whole college Senior Management Group.

An exciting leadership position, this post will most likely be suited to an experienced professional from the independent education, English language teaching or higher education sector who combines demonstrable leadership skills with an extensive marketing and/or an international recruitment background.

Alternatively the role might suit an exceptional individual with commercial experience gained outside the sector with an instinctive feel for the college's customers and their needs, bringing with them the relevant skills to undertake this complex and exciting job.



## ST. CLARE'S, OXFORD

St. Clare's comprises two colleges, the IB World School and the International College. Each is based in the conservation area of Summertown in north Oxford, twenty minutes' walk from the city centre.

The activities at each college are discrete and, at the same time, characterised by a common sense of purpose and values. Both colleges share support facilities.

The key attributes of St. Clare's are that it is:

- international;
- independent;
- co-educational (50:50);
- residential;
- a registered charity (no. 294085).

St. Clare's operates 48 weeks a year. There are three business streams:

- The IB World School;
- The International College (University Pathways, English language and other adult courses);
- Summer courses (English language, Academic and IB preparation).

Over the course of a year students of up to 80 nationalities study at St. Clare's. The IB World School is currently educating students from 50 countries, of which 12 per cent are British.



## JOB SPECIFICATION

### The Purpose of the Role

The Director of Marketing, Admissions and Development (DMAD) will lead the Marketing, Admissions and Development team to attract, recruit and maintain maximum student numbers on roll and enhance the standing and reputation of St. Clare's as an educational institution, a charity and a significant contributor to the local, national and international community.

### The Department

The Marketing Department plays a vital role in recruiting and maintaining the maximum numbers of students for the various courses on offer at St. Clare's. Sales and Admissions are devolved to the three main business streams (IB, International College, Summer School) and Marketing is a centralised function which serves the business streams and develops recruitment strategy in close partnership with them. Alumni Relations and Development are growing areas within the central Marketing Department.

### The Reporting Structure

The post holder will report to the Principal and will also be a member of the whole college Senior Management Group.

The Director of Marketing, Admissions and Development has line management responsibility for a centralised marketing team consisting of 3 direct reports. Sales and Admissions functions are devolved across the business streams with a matrix structure. The DMAD has a dotted line management relationship with these teams as part of a shared accountability for the delivery of target recruitment numbers.



## KEY RESPONSIBILITIES

### Strategy

- Development, management and oversight of the college's strategic marketing, admissions and development plans in line with the overarching College Development Plan. These strategic plans address the needs of all business streams across their different markets;
- Development of a series of ancillary plans and supporting strategies for all business streams and for the college overall, e.g.:
  - a) digital marketing strategy
  - b) agency management strategy
  - c) international marketing strategy
  - d) a targeted annual marketing activity plan
  - e) communications, advertising and media plans;
- Development and implementation of the college's communications and PR strategy by raising awareness and differentiation across internal and external markets – local, regional, national and international;
- In close collaboration with the Principal, Bursar, Vice Principals and the Director of the International College (Senior Management Group), develop and implement effective student recruitment strategies including the identification of potential new markets and relationships;
- Advise the SMG about trends in the sector, both UK and international, contributing to the formulation of the college's strategic plans;
- The development of clear personal and team action plans (for both direct and indirect team reports) related to marketing, admissions and development strategic plans and the implementation of effective systems for monitoring and evaluating success.



## Marketing and Communications

- Direction and oversight of all marketing activity across the college, providing guidance where needed and with a view to strengthening the college's overall standing and reputation with all key stakeholders;
- Manage St. Clare's brand, acting as 'Brand Guardian', ensuring that the college communicates, engages and presents key messages in a consistent and professional manner;
- Strategic oversight of the prospectus and all other college promotional and advertising materials, both print and digital, in close liaison with the Principal and SMG;
- Implementation of an effective digital and social media strategy, including the development of policies and procedures relating to the college's digital footprint;
- Strategic oversight of the college's website, with responsibility for its evolution, update and accuracy and in close liaison with the Marketing Manager;
- Undertaking regular market and competitor research and analysis to inform future plans;
- Exploit current markets fully and open up new markets as opportunities arise both within the UK and internationally and with a view to optimising recruitment and marketing activity for all business streams;
- Development and oversight of St. Clare's overall admissions-related events strategy including open days, scholarship day, taster events etc. – attending these whenever necessary;
- Visits to feeder schools, educational exhibitions and other UK and overseas recruitment events, as agreed with the Principal, as well as involvement in developing suitable links and relationships in Oxford and beyond;
- Lead on, or advise upon, policies and procedures relating to internal marketing communications with current parents, enhancing cross-college understanding and promoting a 'one college' identity;
- Manage and, in conjunction with the Marketing Manager, implement the college's press and public relations operation;
- Development of a data management strategy to include the implementation of an effective cross business stream CRM database;



## Admissions

- Develop and execute both UK and international pupil recruitment strategies, to ensure that the college's overall recruitment targets are met and, where agreed, increased or rebalanced;
- Responsibility for the coordination of admissions processes across the college, working with the SMG, providing clear support and leadership for the business stream based admissions managers to ensure that systems and procedures are in place to ensure timely responses to all admissions enquiries;
- Delivery of recruitment targets in all sections of the college working closely with the sales and admissions staff within the business streams;
- Maintenance and improvement of the efficiency and effectiveness of admissions procedures, taking into account the dynamic nature of the college's key markets and the changing strategies of its competitors;
- Cultivating excellent relationships with international educational agents, including the organisation of familiarisation trips and visits to agents in their own countries;
- Management of agent contracts and the vetting of prospective agents in liaison with the Bursar.

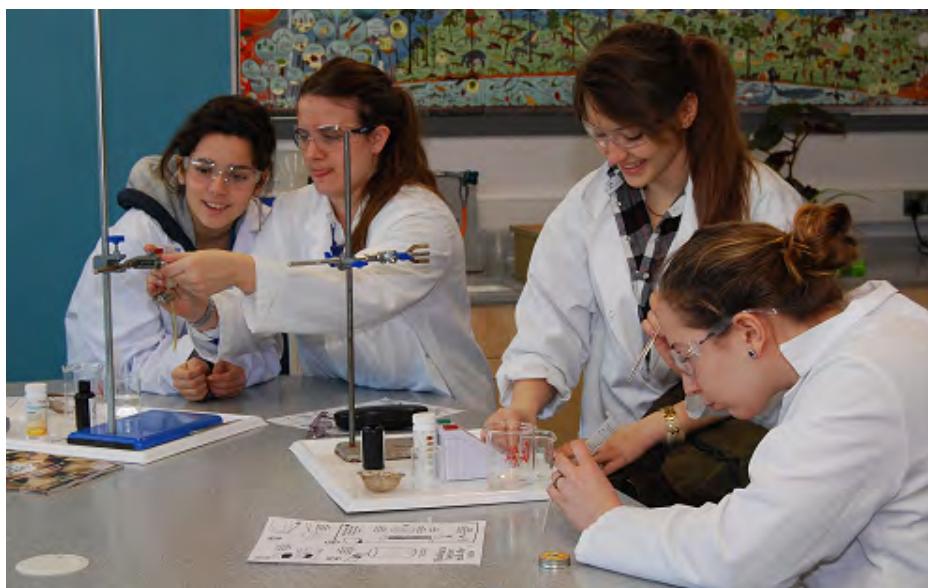


## Development

- Develop and facilitate alumni relations and philanthropic support, working closely with the Principal and the Bursar;
- Alongside the Principal, plan and oversee the St. Clare's friend raising strategy;
- Oversee the development in the college's use of the Graduway software platform;
- Support the Principal in St. Clare's long-term goal of raising substantial funds from alumni for scholarships and bursaries;
- Establish and maintain due ethical standards in the Development operation, ensuring that the Development function follows the college's (and Charity Commission) regulations and practices for financial management.

## Leadership and Management

- Provide energetic, enthusiastic, clear and disciplined leadership, motivation and direction for the marketing, admissions and development teams: both direct and indirect reports;
- Management and resourcing of the marketing and admissions activities including the setting and management of objectives, targets and day-to-day staff activities;
- The development, refinement and monitoring of all marketing and admissions related policies, systems and procedures in liaison with the wider team;
- Management of marketing and admissions related budgets;
- Monitoring and reporting of all high-level metrics, revising strategies and tactical plans where appropriate;
- Analysis and forecasting of pupil numbers including the monitoring of student recruitment;
- Provision of information relating to trends in admissions and current or emerging recruitment challenges and opportunities to the SMG;
- Networking and relationship building with all key stakeholders: feeder schools, agents, staff at all levels, the media, alumni, current and prospective parents;
- Cultivating an effective professional network which should include marketing directors of other schools, colleges and universities as well as professional organisations such as AMDIS, IDPE, ISA, CIM, BSA;
- Keeping abreast of market intelligence and all matters related to education in general and to the independent and international sectors, higher education and the commercial ELT sector;
- Any other tasks that the Principal may reasonably assign.



## PERSON SPECIFICATION

### Essential (E) / Desirable (D) attributes and skills of the successful candidate

<b>Education and qualifications</b>	<ul style="list-style-type: none"> <li>• Degree educated or equivalent (E).</li> <li>• Chartered Institute of Marketing membership or equivalent professional qualification, or equivalent relevant strategic level marketing or related commercial experience (D).</li> </ul>
<b>Knowledge, skills and experience</b>	<ul style="list-style-type: none"> <li>• Highly articulate speaker and writer (E).</li> <li>• Outstanding interpersonal and communication skills (E).</li> <li>• Strong leadership, management and ability to work in a team (E).</li> <li>• The experience, maturity and self-confidence to develop a whole-college vision and marketing strategy alongside the Senior Management Group (E).</li> <li>• Excellent IT skills, including instinctive understanding of social media, digital marketing and modern website design (E).</li> <li>• Highly literate and numerate (E).</li> <li>• Excellent market knowledge of independent schools in the UK and abroad, UK higher education, the commercial English Language teaching market, summer schools and possibly the travel business (D).</li> <li>• Experience of working with educational agents (D).</li> <li>• Knowledge of Development and Fundraising and their importance in the marketing mix (D).</li> <li>• Experience of working with local and national press (hard copy and online) (D).</li> <li>• The ability to speak a modern language other than English would be an advantage (D).</li> </ul>
<b>Personal skills and attributes</b>	<ul style="list-style-type: none"> <li>• Flexible and hands-on attitude to work (E).</li> <li>• Motivated to set and achieve ambitious goals (E).</li> <li>• Diplomatic ability and the open-mindedness to work with people from diverse backgrounds (E).</li> <li>• An excellent networker among marketing professionals in the various education sectors and beyond (E).</li> <li>• Possessing a critical intelligence capable of systematically analysing the performance of competitors (E).</li> <li>• A good eye for design (E).</li> </ul>

## TERMS AND CONDITIONS

<b>Terms of Employment</b>	Full time, permanent contract.
<b>Place of Work</b>	139 Banbury Road, Oxford, OX2 7AL
<b>Hours of Work</b>	Indicative hours are 8.30am to 5pm, Monday to Friday in both term time and school holidays. However, this is a senior role and the successful candidate will be expected to work the necessary hours to fulfil it. There may be occasional requirements for weekend or for out of hours attendance, to be agreed in advance with the Principal. Attendance at all open events is expected. Flexibility in the working pattern may be considered for the right candidate. Foreign travel is a necessary part of the job.
<b>Probationary Period</b>	6 months
<b>Notice Period</b>	3 months
<b>Salary</b>	A highly competitive remuneration package is available for the right candidate and dependent on experience.
<b>Holidays</b>	30 days per annum, plus normal public holidays and the period between Christmas and New Year when the college is closed. Work may occasionally be required on some of the bank holidays where these fall in term time.
<b>Pension</b>	A contributory pension is offered through St. Clare's group personal pension scheme, following a 3-month deferment period. The employer pays double the contribution of the employee, up to a maximum of 10% of gross salary, i.e. the employer pays up to 10%, and the employee pays up to 5%. Employee's contributions above 5% may be made, but do not attract a matching contribution from the employer.
<b>Life Assurance</b>	Death in service benefit is four times annual salary.
<b>Meals</b>	A free lunch is provided in the college catering units on working days and when students are in residence.
<b>Childcare Voucher Scheme</b>	The College operates a childcare voucher scheme.

## REFERENCES AND PRE-EMPLOYMENT CHECKS

St. Clare's is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. All offers of employment and contracts are issued subject to satisfactory references and outcomes on all necessary pre-employment checks including DBS records and establishing the right to work in the UK. Some or all of these checks may have been undertaken before an offer is made.

Under the National Minimum Standards for Boarding Schools, we are required to follow the guidance in Keeping Children Safe in Education and undertake additional checks on employees.

- Full written references and phone references on quoted references may be obtained before or after interview. One referee must be your current or most recent employer. References must also include the last place of employment where you worked with children or vulnerable adults. References from friends or relatives will not be accepted.
- Original documents confirming proof of identity, right to work in the UK and relevant qualifications will be required.
- Police checks / Disclosure and Barring Service checks will also be undertaken for which employees / prospective employees are required to provide information and consent. Candidates who have lived and worked abroad in the last five years will be required to seek good conduct references, or the equivalent, from the countries in which they worked, as a pre-requisite of employment.



## HOW TO APPLY

To find out more about the post or the college, in the first instance please contact Judy Brown at RSAcademics for a confidential discussion:

**Tel:** 07753 856420    **Email:** [judybrown@rsacademics.co.uk](mailto:judybrown@rsacademics.co.uk)

Applications are encouraged as early as possible. An application form can be downloaded from [www.rsacademics.co.uk](http://www.rsacademics.co.uk) where the post is listed under current vacancies.

***Candidates should complete the RSAcademics application form and email it, together with a covering letter clearly (both as PDF files please) to Jonathan Barnes at [applications@rsacademics.co.uk](mailto:applications@rsacademics.co.uk).***

Jonathan can be reached by calling RSAcademics' Head Office on 01858 467449.

Letters of application are to be maximum of 2 pages and should outline the attraction of this position and why candidate's feel their experience, skills and personal qualities qualify them for the role. Please address your letter to Mr Andrew Rattue, Principal of St Clare's Oxford. A CV is optional but we are happy to accept it.

**Closing date for applications: 10am on Wednesday 21<sup>st</sup> March 2018**

All applications will be acknowledged by email. If you have not received acknowledgement that your application has been received within two working days of sending it, please contact RSAcademics' Head Office by telephone.

- Preliminary telephone interviews will take place the week commencing 26th March.
- Long list interviews will be held on Wednesday 18th April at St Clare's.
- Short list interviews will be held on Wednesday 25th April at St Clare's

*Founded in 2002 by Russell Speirs, RSAcademics specialises in schools, in the UK and internationally, advising on marketing strategy and research, leadership consultancy and the search and selection of Heads and senior staff. Comprising a team of the best schools' marketing professionals and respected former school leaders, RSAcademics provides a high quality service to schools with rigour, experience and warmth. Please visit [www.rsacademics.co.uk](http://www.rsacademics.co.uk) for more information.*