



KEREM SCHOOL

(Incorporating Kerem Early Years Unit)

PART TIME HEAD OF ADMISSIONS AND MARKETING

Recruitment Application Pack

Required from September 2024



Contents Page

Welcome letter from Head Teacher	page 3
Application process	page 4
Advertisement	page 5
Job description	page 6
Person specification	page 10



Welcome Letter from the Head Teacher

Thank you for showing an interest in the position of part time Head of Admissions and Marketing at Kerem School. I am privileged to be the Head Teacher of this wonderful school which sits at the heart of the Hampstead Garden Suburb community.

I am eager to appoint an outstanding candidate who will strengthen our existing admissions and marketing processes. This is an exciting opportunity for someone who wants to elevate the school's marketing efforts and improve the current admissions process.

Kerem is a wonderful school where, as a result of creative and passionate teaching, alongside the fantastic and wide ranging opportunities that they are offered, children thrive. At Kerem, children develop a love of Judaism which is at the core of all that we do.

Kerem School, incorporating the Early Years Unit, opened in 1948 and educates pupils between the ages of three and eleven. We are a community school with approximately 150 pupils on roll. We firmly believe that by building strong partnerships with parents and families we are able to 'work together and achieve together'.

At Kerem, we aim to provide all our children with a challenging and stimulating secular and Jewish education within the security of a warm and caring learning environment. We aim to promote excellence and celebrate achievement by involving children in their learning through close contact with parents, governors and the community, and by ensuring a safe, hard-working atmosphere in which all children can develop positive attitudes to their work. All the children in KS2 have access to 1:1 iPad devices. The children in the Early Years and Key Stage 1 have access to shared iPads.

We can offer you dedicated colleagues, a wonderful community and supportive governors.

If you are ready to embrace a new challenge, possess enthusiasm, a strong work ethic and a passion for making a difference this could be the job for you and I very much look forward to receiving your application.

Kind regards,



Naomi Simon

Head Teacher

The Application Process

If you wish to apply, please respond by submitting the Kerem School application form and attaching copies of your qualification certificates. Please also submit a supporting statement addressing the job description and person specification. This should be no longer than 2 A4 pages.

Applications should be emailed to the Head Teacher on vacancies@keremschool.co.uk Please add the header *“(Your Name) – Application for Part Time Head of Admissions and Marketing”*.

Your References

You should give the names, positions, organisations, telephone contact numbers and email addresses of at least two referees, one of whom must be your current/most recent employer. If you specifically do not wish referees to be approached without your prior permission, then you should indicate the fact. Finally, please ensure that you have included daytime, evening and mobile contact numbers.

Recruitment Timetable

Please note that applications will be reviewed as received, and will close as soon as a suitable candidate is identified. Therefore, early application is encouraged.





KEREM SCHOOL

Norrice Lea, London, N2 0RE
020-8455 0909
vacancies@keremschool.co.uk
Head Teacher: Ms N Simon B.Ed NPQH

PART TIME HEAD OF ADMISSIONS AND MARKETING

Required from September 2024

We are seeking to appoint an experienced, passionate and inspirational part time head of admissions and marketing to join the hardworking and caring staff at this wonderful school. This is an exciting opportunity to enhance our existing admissions and marketing processes.

Kerem School is an independent Modern Orthodox Jewish, primary school. Our aim is that every child should be a confident, happy and motivated pupil who achieves their full potential in both Jewish and Secular Studies.

We are looking for a passionate, creative candidate who can work as part of a team. We offer opportunities for professional development and in-school support. As an independent school, we offer smaller class sizes, assistants in each class, longer than average holidays, and a free lunch! Where it works for both the school and a member of staff, we also offer flexible working hours.

We look forward to hearing from you if you feel that this is the role for you.

An application pack which includes an application form can be found on the school website at www.keremschool.co.uk/vacancies.

Please note that applications will be reviewed as received, and will close as soon as a suitable candidate is identified. Therefore, early application is encouraged.

Please email a completed application form to: vacancies@keremschool.co.uk

Kerem is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS).



KEREM SCHOOL

(Including EYU)

Job description: Head of Admissions and Marketing

Job title:	Head of Admissions and Marketing
Hours:	19.5 hours per week - equivalent to 3 days per week - term time only with up to 20 days in the holidays
Salary:	£32,000 FTE

To work under the direction and guidance of the Head Teacher and Admissions and Marketing Committee of the Governing Body to market the school in a positive light to current and future families.

You will be required to work the occasional evening for Open Days and other School events, for which time off in lieu will be granted.

The Head of Admissions and Marketing may work from home some of the week, and this should be agreed with the Head in advance.

Introduction

The Head of Admissions and Marketing has responsibility for all matters pertaining to Admissions and Marketing. They work closely with the Head Teacher, the School Administrator and Finance Manager, the Head of Early Years and the Admissions and Marketing Committee of the Governing Body. The Head of Admissions and Marketing engages with a breadth of stakeholders (staff, pupils, parents, alumni, partners, media), leading and managing communication campaigns, social media platforms, and projects, such as school publications. They work closely with the Senior Leadership Team (SLT), supporting school growth.

Job purpose

- To support the achievement of the school's strategic objectives, to maintain the quality of our admissions and to engage with both current and potential feeder nurseries and schools.
- To develop and implement a strong marketing strategy to appeal to and inspire prospective parents, pupils and staff.
- To develop relationships with our alumni, creating opportunities for collaboration and mentorship.

Main responsibilities

Management of Admissions

- Manage, oversee and audit the admissions practice and policy, maintaining consistency across all points of entry within the school.
- Plan, manage and implement arrangements for school in action, taster and open events.
- Co-ordinate tours of the school and subsequent interviews.
- Keep up to date with the latest admissions legislation, ensuring compliance, implementing best practice and disseminating guidance as appropriate throughout the school.
- Keep the Admissions and Marketing committee informed about admissions status.

Work with Feeder Nursery Schools

- Develop and oversee the school's links with its feeder schools and implementing strategies with the Head of Early Years to develop stronger relationships.
- Follow up with the Head of Early Years to be able to communicate to the feeder schools significant successes, progress and achievements of their former pupils.
- Liaise with feeder schools over admissions matters.

Work with prospective parents

- Act as ambassador to the school and first point of contact for all enquiries, supporting families through the application process and maintaining communication with them until their child starts at the school.
- Represent the school to prospective parents, passionately conveying its ethos and educational offering.
- Manage enquiries from prospective parents effectively and efficiently.
- Provide high-quality correspondence, face-to-face encounters, and telephone/online communications with prospective parents and visitors regarding registration, assessments and interviews.

Analysis

- Analyse prevailing admissions trends internally and externally to ensure the school is able to sustain its admissions quality.
- Oversee the integrity of the admissions database, ensuring the accurate collection and inputting of admissions data and statistics.
- Provide analysis of trends and forecasts in feeder schools, enquiries, registrations and visits, offer acceptances.

- Carry out relevant ongoing market research / competitor research, keeping up to date with market trends, and responding to trends appropriately.
- Coordinate regular research activities (e.g. questionnaires and focus groups) to inform admissions policies and procedures.
- Create reports for the Head and Admissions and Marketing Committee of the Governing Body outlining current admission figures and maintaining a list of prospective pupils.
- Coordinate feedback from prospective parents and non-joiners.
- Review and analyse competitor schools' processes and to keep abreast of current trends and access arrangements.

Marketing and communications

- In line with the governors and senior leadership team develop and manage a communications strategy.
- Review the school's communication (internal and external) and approach to shape and deliver a new and exciting marketing and communications strategy that reflects the school, including email, print, outdoor and online (Facebook, Instagram), and to ensure the school maintains the quantity and quality of its engagement.
- Monitor the school's public-facing digital platforms (social media, website), maintaining and creating online content.
- Integrate marketing and communications into the School's Development Plan.
- Manage the website in terms of content, ensuring that it is current and reflects the school's aims and ethos, and evaluate its performance through Google Analytics.
- Take responsibility for the development of prospectus, film, video and photography for marketing purposes.
- Monitor and evaluate the effectiveness of all school marketing activities.
- Monitor the school's presence and reputation online.
- Analyse public engagement with our social media channels and the school website.
- As required, assist the Head Teacher and Head of the Early Years in developing and implementing public relations events and engagement programmes with the local community, feeder nurseries, schools and other partners.
- Lead on media relations and press liaison to ensure that these are managed proactively.
- Provide termly marketing and Communications Report to the Head.

- Prepare and manage the marketing budget.

Alumni relations

- Develop relationships with alumni, in the UK and abroad.
- Build an offline and online alumni network.
- Organise and deliver a series of high standard alumni events.
- Produce engaging communications for alumni, including a magazine, newsletters and invitations.

NB This job description is not exhaustive and the postholder may be required to undertake other duties as required by the Head. This job description may be amended to meet the demands of the School.



Person Specification : Head of Admissions and Marketing

<u>Factor</u>	<u>Essential</u>	<u>Desirable</u>	<u>Ascertained by</u>
Qualifications	<ul style="list-style-type: none"> • First degree or equivalent • Marketing / communications qualification 	<p>Essential</p> <p>Desirable</p>	Application form
Experience	<ul style="list-style-type: none"> • Strong track record of creative projects • Strong knowledge of the independent schools' landscape • Experience in a marketing role • Experience of digital marketing 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>	Application form Interview
Skills, knowledge and abilities	<ul style="list-style-type: none"> • Excellent information and communication technology, marketing tools and social media • Clear and structured thinker and organised planner • Clear and structured thinker and organised planner • Excellent spoken and written English • Confident in meeting and communicating effectively with a range of people, including feeder Heads, prospective parents and pupils, teachers, alumni 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>	Application form Interview

	<ul style="list-style-type: none"> • Ability to work alone and as part of a team • Able to form and maintain appropriate professional relationships and boundaries with children and young people • Knowledge of best practice in marketing • Excellent attention to detail in terms of work and personal presentation 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>	
Personal qualities and competencies	<ul style="list-style-type: none"> • High levels of energy and stamina to achieve personal / school objectives within set timescales • Interest in personal professional development 	<p>Essential</p> <p>Essential</p>	Interview