

Head of Admissions & Marketing
Derby Grammar School
Full-time
Up to £40,000 per annum depending on experience

Derby Grammar School is currently looking for a Head of Admission and Marketing.

Derby Grammar School is co-educational independent school that has provided excellent schooling to pupils from Derby and across the County. Our school setting dates back to the 18th century and is surrounded by extensive grounds.

Our facilities include science laboratories, design, art, design technology, music and drama studios, a Sixth Form Study Centre, performance and study areas. The multi-activity sports centre boasts a fitness centre and sports hall with rugby, football and hockey pitches.

As part of the next stage in our development, we are seeking a talented Head of Admissions & Marketing to develop and implement a high-impact marketing strategy that will drive enquiries from both our UK and international markets and improve pupil retention.

The successful candidate will have natural business development instincts and be responsible for taking full ownership for promoting Derby Grammar School from Nursery and Prep School, through to Senior School and Sixth Form, via compelling and engaging internal and external communications. They will also work closely with the Head, and our Group Marketing team to optimise pupil recruitment, conversion and retention across all year groups.

We are looking for someone with exceptional interpersonal skills with the ability to build strong relationships with colleagues and effectively handle different perspectives in order to meet the school's marketing needs.

We would like to hear from experienced marketing professionals with excellent written and verbal communication skills, an eye for great design and a highly creative nature who can bring new ideas to the team

This varied role will include elements of strategy and planning as well as Tactical implementation. It is essential that you are able to strengthen the positioning of Derby Grammar school in the local and national community.

We would like to hear from you if you have;

- A Degree in English, journalism, PR, marketing, business or a related area.
- A minimum of 5 years' experience in a sales, marketing, PR, hospitality, education, or journalist role. Experience of education is not essential, but a demonstrable interest in the world of independent education is desirable.
- Proven experience of managing and accessing the performance of a range of social platforms for organic and paid advertising (Facebook, Instagram, Twitter and experience of Tik Tok would be advantageous)
- Experience of Google Adwords and PPC advertising
- Experience of managing websites and analytics
- Experience of managing events and taking responsibility for driving attendance and ensuring an excellent attendee experience

A full job description is available on request.

All staff at Derby Grammar School actively participate in and make a significant contribution to the wider school life throughout the year. This is a fantastic opportunity for the right candidate; you will be joining a fantastic school that comprises of passionate staff and hardworking pupils. You will be welcomed by all and become part of our family feel school.

Our team at Derby Grammar School also benefit from being part of the Inspired Learning Group of schools and Nurseries.

Benefits at Derby Grammar School include;

- Competitive Salary, with annual reviews
- Discount on school fees for staff children, if appropriate
- Free staff car park
- Meals for staff whilst at work
- Pension scheme
- Health plan that provides significant coverage such as optical, dental, dental accident, chiropody, therapy treatments and health club concession. Access to Doctor line from anywhere in the world, scanning such as MRI, CT and PET scan
- Employee Assistance Programme.
- Westfield rewards (discounts from various high street and online outlets).

Interested individuals should apply at the earliest opportunity, applications should be submitted online to tom@inspiredlearninggroup.co.uk.

We reserve the right to close this vacancy earlier than the date advertised. Interviews will take place on a rolling basis, as applications are received.

Derby Grammar School is committed to safeguarding and promoting the welfare of children & young people and expects all staff to share this commitment. Applicants must be willing to undergo child protection screening, as all new staff will be subject to enhanced DBS clearance, identity checks, qualification checks and employment checks to include an exploration of any gaps within employment, two satisfactory references and registration with the Disclosure and Barring Service (DBS)