

Designation Department	Director of Admissions & Marketing
Reporting To	Primary Reporting: Headmaster

What Will You Do?

The Director of Admissions & Marketing is a key senior post in the College, reporting directly to the Headmaster, and a member of both the Executive Leadership Team (ELT) and the Senior Leadership Team (SLT). The post holder will work with many stakeholders to ensure that the admissions processes clearly connect the recruitment of students to the academic objectives and priorities of the College. He/she will lead the marketing department to ensure that all marketing strategies and processes complement the academic objectives of the College and the role is pivotal in presenting the College to prospective parents and pupils. The position will have the responsibility for leading the Admissions and Marketing teams to ensure a seamless Student Customer Journey through setting relevant policy, procedures, quality standards, customer service standards, and ensuring their delivery to all prospective students, applicants, and their influencers. He/she will be responsible for developing the College's commercial activities, including, but not confined to, facility lettings, holiday courses, sponsorship and bursary fundraising. He/she will be the front of house presence at key public marketing and admissions events. He/she will develop College alumni relations. He/she will lead, with the Headmaster, on the development of links between Epsom College and its sister school in the UK.

Specific Tasks:

- To ensure that you, and your colleagues on the school's leadership team, achieve the target growth and retention numbers in line with the annual budget;
- Review, develop and implement a comprehensive admissions & marketing strategy;
- To make recommendations to the Headmaster for the offering of places at all ages in liaison with the Deputy Head (Academic) to ensure that the College's targets for recruitment are met, consistent with academic entry standards, and to maximise the desired number of entrants as required;
- To ensure that you maintain an up-to-date evidence base of the needs and concerns of our internal and external stakeholders in relation to the growth and retention of students and that this evidence is communicated to Board of Governors as and when required;
- Attendance at all Board of Governors' Meetings (usually three times annually at Epsom College in Malaysia);
- Liaise with academic staff over subject options and curriculum requirements for new pupils, and ensure that all pupil references from previous schools are requested, received and disseminated as required;
- To ensure that every member of staff in school is aware of their role in attracting, converting and retaining students and is actively and appropriately engaged in all three activities;
- Responsible for supplying the Headmaster and ELT/SLT with projected and current pupil numbers and a regular analysis of admissions statistics and trends;
- Research and develop new opportunities for admissions in line with the College's stated aim to widen access nationally and internationally;
- Oversee the arrangements for visits, tours and meetings with the Headmaster and Housemasters/Housemistresses by prospective parents, meeting all prospective parents who visit the school and managing taster days;
- Feeder Schools Liaison – with the support of the Marketing Department, keep in regular contact, directly and indirectly, with feeder schools to build and develop closer cooperation;
- The co-ordination of representation at national and international exhibitions and events for international and British schools and internal promotional events, e.g. PISF, Prospective Sixth Form Evening,

Induction day etc.;

- Oversight and involvement in international marketing trips (China, Korea, Japan, Vietnam and so on), organising the required participation of members of the ELT/SLT and specific teachers. The Director of Admissions & Marketing will be aligned with the College's Director of North Asian Marketing, who will take the primary lead in the marketing;
- Line-managing the marketing department to ensure that all marketing collaterals and adverts, including the website are up to date, relevant and correct in terms of language and content;
- Advise and assist the marketing department and faculties/houses on the most appropriate use of digital and social media, developing and implementing agreed channels and platforms;
- Organisational responsibility for all key parental marketing events e.g. Open Days and parent information events;
- The organisation, management and strategic development of the commercial initiatives of the College so as to maximise revenue from College owned facilities without adversely impacting pupils, including holiday course programmes;
- Plan, develop and manage a programme of bursary fundraising, overseeing allocation of bursaries in conjunction with the Headmaster and Bursar;
- Establish, develop and manage the Old Epsomian in Malaysia (OEM) society, liaising closely with the OE Club Coordinator at Epsom College UK;
- Lead, motivate and inspire a team of teaching and support staff to run the Admissions and Events Department within the College;
- Responsible for preparation and management of the Admissions & Marketing Department budget;
- Other duties as reasonably required by the Headmaster.

Who Must You Be?

Essential

- Present strong organisational and planning skills, ideally with experience in event planning and management, and a proven ability to work under pressure;
- Provide evidence of strategic planning skills and the energy and ability to lead, motivate and guide others;
- Demonstrate the ability to build rapport and interact with people at all levels, whether volunteers, direct reports or colleagues with competing demands on their time;
- Demonstrate an ability to write and articulate messages that are clear, convincing, inspiring and appropriate to the medium;
- Evidence of creativity, and an ability to adapt to new situations and address problems from new perspectives;
- Display an enabling attitude, willingness to get 'stuck in' where required and persistence in following through multiple projects over long periods;
- Demonstrate an understanding of, and belief in, the aims and ethos of independent education, in general, and Epsom College, in particular, and a willingness to engage fully in school life. Previous experience of international education is an advantage;
- Provide evidence of good understanding of digital communications and social media as appropriate for a school;
- Possess a University degree or equivalent;
- Demonstrate evidence of diplomacy, discretion, professionalism and an ability to keep one's counsel as required;
- Possess an ability to motivate staff to embrace change, with an open mind that is receptive to new ideas, approaches and challenges;

- Possess strong ICT skills;
- Display an interest in and understanding of the broader educational landscape and, in particular, the international sector.

Who Are We?

Epsom College in Malaysia (“ECiM”) is a partnership with Epsom College UK, a leading independent co-educational boarding school in the United Kingdom. ECiM is located on a 50-acre site adjacent to Kuala Lumpur International Airport, one hours’ drive from Kuala Lumpur. The proximity to the airport and common shareholder relationship has allowed ECiM to leverage AirAsia’s extensive ASEAN route network and access to discounted fares – allowing for weekly boarding by international students and / or frequent parent visits and opening up a plethora of sporting and educational field trip opportunities. ECiM opened its doors to students in September 2014 and currently has a population of just under 400 pupils, most whom board full-time. Further information on ECiM is available on <http://www.epsomcollege.edu.my/>.