



CHELTENHAM
MUSCAT



Information pack for the position of
**Head of Admissions, Marketing
and Communications**

Head of Admissions, Marketing and Communications

Applications are invited for the post of Head of Admissions, Marketing and Communications at Cheltenham Muscat.

The role provides an excellent opportunity to join the founding team as the school opens with unprecedented pupil numbers and a considerable waiting list.

A member of the Senior Leadership Team, and reporting to the Principal, the Head of Admissions, Marketing and Communications will provide inspiring, successful and creative management of Cheltenham Muscat's admissions pathway, marketing activities, communications and external relations. The successful applicant will be a key public face of the school.

This is an exciting position suited to a dynamic and committed admissions, marketing, public relations and/or communications professional who combines demonstrable leadership skills with a proven sales, marketing, communications or school admissions background, ideally encompassing an international aspect.

We hope this post will attract an experienced professional from the education sector. Alternatively, the role might suit an exceptional individual with wider educational or commercial experience gained outside the sector but who has an instinctive feel for the school's stakeholders and their needs, bringing with them the relevant skills to undertake this complex and exciting job.

An understanding of, and empathy with, the school's ethos is essential.

Start Date: 14 October 2021 or before by negotiation.

Salary: 1,200 – 1,500 OMR per month inclusive of benefits and allowances (UK approximate equivalent gross salary of between 40,000 GBP - 45,000 GBP) dependent on qualifications and experience.

The Role

The post of Head of Admissions, Marketing and Communications is a role that integrates the functions of admissions, pupil recruitment, marketing, communications, events and stakeholder relations into a comprehensive external relations post.

This is a role that has a strategic element to it and the person undertaking it will be expected to play a leading part in generating the school's pupil recruitment, marketing, communications and stakeholder relations strategy. The Head of Admissions, Marketing and Communications will be responsible for creating an integrated programme of external relations to achieve maximum benefits for the

school. The Head of Admissions, Marketing and Communications will work closely with the Principal and fellow members of Senior Leadership team.

The post holder will line manage the Parent Liaison officer, the Receptionist and marketing assistant, the pupil assessment team and those involved in our rolling internship programme (working in Reception / Administration).

Ideal Candidate Profile

The ideal candidate will be a highly practical, creative and organised individual, who is an exceptional communicator. He/she will be an inspiring manager with experience of shaping, developing and implementing highly effective strategies.

The successful candidate will be able to demonstrate a track record of target-hitting success in a marketing, communications, public relations or a business environment. Experience of working in school or university admissions, or in an educational setting would be an advantage.

The Head of Admissions, Marketing and Communications will have proven ability to lead, build and develop the talents of the team working in support of all of the external relations functions.

Key Responsibilities

This is a wide-ranging and hands-on role requiring an individual with excellent business acumen and a clear empathy, and commitment to high-quality education together with the ethos and values of Cheltenham Muscat. They will be a key public face for the school, responsible for the organisation, development, implementation and leadership of all matters related to admissions, marketing, communications and external relations in close liaison with the Principal. This is a pivotal role and the postholder will take the lead in developing and delivering outstanding external relations strategies.

School Values and Ethos

- To actively promote our unique vision through enthusiastic participation in all areas of school life.
- To share and support the school's commitment to provide a holistic, outstanding education for all our pupils.
- To always set high expectations, which inspire, motivate and challenge pupils.
- To have the highest aspirations for our pupils' development and achievements, both in and out of the classroom.
- To offer excellent pastoral care for all pupils.

Professional Standards

- To attend assemblies, departmental meetings, parents' evenings, school functions and other staff meetings as applicable.
- To recognise the importance of being an exemplary role model to all children within the school.
- To maintain high standards of professional behaviour in accordance with the school ethos, including timekeeping and personal presentation.
- To take personal responsibility for evaluating and reflecting upon your work in order to continually develop and improve your practice.
- To always maintain professional and productive relationships with colleagues.

External Relations Strategy

- Development, management and oversight of the school's strategic external relations plan in line with the overall school's business strategy;
- In close collaboration with the Principal, develop and implement an effective pupil recruitment strategy including the identification of potential new markets and relationships;
- Development and implementation of the school's marketing, communications and PR strategy by raising awareness and differentiation across key markets – via effective tactical contact, advertising and communication plans;
- The development of clear action plans related to all strategic plans and the implementation of effective systems for monitoring and evaluating success.

Admissions

- Responsibility for the operation and coordination of admissions processes across the school as agreed by the Principal, providing clear direction to supporting staff to ensure that systems are in place to allow timely responses to all admissions enquiries, and meet prospective families as a key face of Cheltenham Muscat;
- Delivery of the school's recruitment targets, including recruiting into the school at all entry points pupils of an appropriate number and calibre, and pupil retention, as agreed with the Principal; Delivery of the school's recruitment targets, including recruiting into the school at all entry points pupils of an appropriate number and calibre, and pupil retention, as agreed with the Principal;

- Preparing and delivering admissions reports as required by the Principal and the Board;
- Maintenance and development of the efficiency and effectiveness of admissions procedures, taking into account the dynamic nature of the school's key markets and the changing strategies of its competitors;
- Maintenance of efficient systems for the request, circulation and storage of references and other documentation required in respect of pupil admissions;
- Coordinate and support the assessment process for all potential pupils;
- Maintenance of all aspects of the school's management information system associated with pupil management and admissions;
- Oversight and management of the scholarship, bursary and other award application processes in agreement with the Principal.

Marketing, PR and Communications

- Effective management of high-quality stakeholder relations, with parents and pupils at the centre of all communications strategies;
- Development and oversight of the school's overall events strategy including tours, open days, feeder school events, open evenings, taster events etc. – attending these whenever necessary;
- Development and maintenance of close relationships with key feeder schools, agencies and pathways through which pupils are recruited;
- Consistent implementation of the school's brand guidelines, providing overall editorial and design control across all communications and marketing media;
- Oversight of all key collateral, both print and digital, in close liaison with the Principal;
- In liaison with the Principal, management of the school's website, with responsibility for its continual evolution, update and ongoing accuracy; In liaison with the Principal, management of the school's website, with responsibility for its continual evolution, update and ongoing accuracy;
- Development and implementation of an effective digital and social media strategy in liaison with the group Head of Marketing;
- Undertaking market and competitor research and analysis on at least an annual basis;
- Oversight of marketing activity across the school, providing hands-on support and guidance where needed;
- Visits to feeder schools, educational exhibitions, corporate leads, business expos and other potential recruitment events, as agreed with the Principal, as well as involvement in developing suitable links and relationships in the local community as a whole.
- In liaison with the Principal, support the Head of HR and Senior Management team to ensure quality processes and communications for potential and recruited staff members;
- Oversight of all key recruitment-related collateral (for pupils and staff), both print and digital, in close liaison with the Principal and Head of HR.

Leadership and Management

- Management and resourcing of the admissions, marketing and communications activities including the setting and management of objectives, targets and day-to-day staff activities;
- Management of admissions, marketing and communications related budgets;
- Analysis and forecasting of pupil numbers including the monitoring of pupil recruitment and entry-point balances;
- Monitoring and reporting of all high-level metrics, revising strategies and tactical plans where appropriate; Monitoring and reporting of all high-level metrics, revising strategies and tactical plans where appropriate;
- Provision of information relating to trends in admissions and current or emerging recruitment challenges and opportunities to the Principal;
- The development, refinement and monitoring of all admissions, marketing and communications related policies, systems and procedures in liaison with the wider team;
- Networking and relationship building with all key stakeholders: feeder schools, staff at all levels, the media, current and prospective parents and relevant agencies;
- Keeping abreast of all matters related to education in general and to the international education sector, in particular ensuring constant monitoring of relevant guidelines, compliance regulations and best practice. This will include compliance with Ministry of Education admissions regulations in Oman;
- Any other tasks that the Principal may reasonably assign as part of the pre-operations phase and beyond.

Safeguarding Responsibilities

- To comply with all safeguarding policies and procedures and ensure that any safeguarding concerns are reported in line with policy.
- To demonstrate a personal commitment to safeguarding and wellbeing.
- To engage fully in all safeguarding training as required.

Person Specification

Leadership

- A highly strategic thinker, able to create an integrated strategy, lead and guide change, and build and enhance teams.
- The ability to take a strategic view.
- The ability to transfer knowledge and experience into a new setting and consider and implement creative new solutions. Communication and interpersonal skills
- Fluency in presenting with clarity of analysis, expression and reasoned argument.
- Demonstrable ability to build rapport and communicate persuasively with people of different backgrounds.
- Impressive personal presence and presentation.
- The ability to write and speak so that messages are clear, convincing, accurate and

inspiring.

- In depth knowledge, ideally gained through experience of best practice in marketing or communications function.
- A clear understanding and appreciation of recruitment/attraction techniques.
- An appreciation of customer relationship management, ideally gained in an education or premium sales environment.

Engagement

- An empathy for Cheltenham Muscat's ethos.
- An empathy for independent international education and the UK education culture.
- A commitment to promoting and safeguarding the welfare of children.
- A genuine interest in people and the desire to meet their business needs effectively, warmly and empathetically.

Digital awareness

- Competence in standard Microsoft office software (word-processing, presentation and spreadsheet packages).
- An understanding of, and an ability to interpret, databases and their use in customer relationship management, specifically in relation to pupil admissions, marketing and communications.
- Knowledge and/or experience of an admissions or sales CRM (preferably ISAMS), would be an advantage.
- Experience and expertise of social media platforms and their effective use in a communications strategy.

Skills & abilities Experience

- At least three years' experience of managing a marketing or customer relationship function in a relevant environment. (E)
- Successful management of diverse teams. (E)
- Working at senior management level. (D)

Qualifications

- Educated to degree level or equivalent, and/or relevant high level professional marketing or admissions qualification.

Essential Criteria

- Strategic planning and implementation at senior level.
- Excellent written and verbal communication skills.
- Tact and diplomacy.
- Strong team-building skills.
- Able to interact well with people at all levels.
- Strong leadership skills.

- Significant budget management.
- Competence in IT and database skills (including CRM systems).

Desirable Criteria

- Understanding of the principles and practices of school admissions.
- Website management.
- Relevant experience in an international context.
- The ability to communicate effectively in Arabic.

Personal circumstances

- Willing to play an active part in the life of Cheltenham Muscat's community by attending a wide-range of school events.
- Willing to be flexible when working out of hours in required to ensure business success.

Equality and Safeguarding

- Candidates must demonstrate understanding of, and acceptance and commitment to, the principles underlying equal opportunities and excellent safeguarding practices.

Benefits and Allowances

The post attracts a competitive salary and benefits package appropriate for the experience, skills and personal circumstances of the successful candidate and will include:

- A competitive, annual tax-free salary inclusive of accommodation and other allowances
- Access to a target-driven bonus scheme
- Tuition fee concession at Cheltenham Muscat
- Medical insurance
- An end of service payment (if applicable)
- Start and end of contract flights (if applicable)
- Annual return flight allowance (if applicable)
- Visa costs (if applicable)

Terms of Appointment

We recognise that the success of Cheltenham Muscat depends on the quality, wellbeing and motivation of our staff. In addition to the salary and package structure outlined above, staff can also expect:

- A commitment to professional development
- A dedicated and passionate human resources and support team, committed to making life in Oman as comfortable as possible

- Outstanding career profession opportunities that arise from being part of a rapidly expanding education group in a dynamic market

How to apply

To apply, please consider the details of the candidate information pack, complete all sections of the application form, including the supporting statement that sets out your interest in this position, how you meet the requirements of the role and your ambitions for the school. Completed applications should be sent to careers@cheltenhammuscat.com by the closing date.

The closing date for applications is Thursday 23rd September 2021 4pm (Muscat time).

Applications will be reviewed as they are received. Early application is therefore advised with interviews possibly being arranged in advance of the closing date.

Cheltenham Muscat reserves the right to make an appointment before the closing date. To arrange an informal discussion about the role, please email careers@cheltenhammuscat.com. Please visit our website at www.cheltenhammuscat.com for further information about the school.

Safeguarding and Data Protection

Cheltenham Muscat is committed to safeguarding and promoting the welfare of children and expects all staff to respect this commitment.

The post is subject to applicants providing a satisfactory Police Clearance Certificate from their home country that is less than three (3) months old.

Three satisfactory professional references will also be required.

If successful and if applicable, for visa purposes applicants will need to supply relevant degree certificates, university transcripts and proof of being a 'full time' student. These documents will need to be attested by the Ministry of Foreign Affairs and Oman Embassy in the applicant's home country.

By applying to this post, you agree to your data being held and processed by Cheltenham Muscat and its affiliates.

If you are appointed to the post, you also agree to additional information, including sensitive data such as bank details and medical information, being held by Cheltenham Muscat and its affiliates.