



Peter Symonds College Job Description

Job title: Head of Admissions & Marketing

Department Admissions & Marketing

Hours: Full time, 37 hours a week, 52 weeks a year

Responsible to: The Deputy Principal (Stakeholders, Systems and Services)

Main purpose of the job

To provide strategic and operational leadership of the College's Marketing and Admissions work.

Main duties and key responsibilities

The following is typical of the duties and responsibilities of the post holder. It is not exhaustive and other duties and responsibilities appropriate to the post may be required by the College.

Strategic Planning & Leadership

Lead, develop, implement, and evaluate an evidence-informed Marketing and Admissions strategy, aligned with the College's overall strategic plan.

Lead, motivate, and develop the Marketing and Admissions team.

Manage the department budget.

Act as a key advisor to the Senior Leadership Team on market trends, competitor analysis, demographic shifts, and curriculum demand.

Marketing, Brand & Digital Communications

Maintain and champion the College's brand identity, ensuring consistency in tone, messaging, and visual style.

Oversee the design, production, and distribution of all promotional materials.

Lead the College's digital marketing strategy, ensuring high quality content on social media, the College website and other digital platforms.

Manage public relations, acting as the first point of contact for local press and coordinates crisis communications if required.

Admissions Operations

Oversee the entire admissions lifecycle, from initial inquiry to application, interview, offer, and enrolment.

Manage a caseload of applicants. These will include applicants with international qualifications, and those whose applications require liaison with colleagues across College.

Events & Stakeholder Engagement

Have strategic oversight of, and plan and deliver high-impact recruitment events, including, but not limited to, Open Days, Taster Days, and Welcome Days.

Develop a school liaison program to ensure the College maintains a strong, recurring physical presence in local schools.

Other

Prioritise the safeguarding of all students and participating in training on safeguarding matters.

Contribute to the elimination of unlawful discrimination, harassment and victimisation; advancing equality of opportunity and fostering good relations between people who share a protected characteristic and those who do not.

Undertake any other duties reasonably required by the Principal.

Person specification

Criteria	Essential	Desirable	How We Will Assess
Qualifications	Educated to A level or equivalent	Educated to degree level or equivalent PR/Marketing qualifications e.g. CIPR Advanced Certificate/Diploma, Member of CIPR/CIM	Application form / original certificates at interview
Experience	Experience in one of the following fields: admissions in a college, school or HE; careers advice or marketing Supervisory experience Interviewing experience Experience of designing, implementing and evaluating effective communication strategies	Extensive professional experience in marketing Experience working in education, particularly the sixth form sector Experience in the analysis and interpretation of data to inform strategic planning	Application form / references
Additional Skills and Abilities	Commitment to the needs and welfare of young people High level verbal and written communication skills	Awareness of social media and its potential in student recruitment	Application form / interview/ references / activity

	Proven administrative and organisational skills Ability to analyse and interpret data to inform strategy Ability to form positive relationships with colleagues and external contacts Confident public speaker Enthusiastic, energetic and able to enthuse others		
Other Requirements	Valid driver's licence Able to be flexible re working hours e.g. open evenings and other events		Interview / references / activity