



Securing the future of deaf children and young people

Pupil Recruitment Manager

To plan and manage the strategy for recruiting pupils to Mary Hare School.

Location: Newbury

Contract: Fixed Term One Year (with prospect of renewal dependent upon results)

Hours: Full Time

Salary: £27,000 per annum

Main duties of the Pupil Recruitment Manager:

- Monitor and develop the pupil recruitment strategy for both UK and international students
- Advice on enrolment targets for the establishment, through research and analysis of the market
- Actively search out and maintain strategic recruitment partnerships with UK and international organisations to increase student recruitment
- Use market analysis to make informed decisions on recruitment strategy
- Prepare reports on the UK and international markets to help inform decisions on new courses and programmes
- Develop and oversee the campaigns that will maximise the levels of pupils enquiring and applying to the School
- Working closely with the Development Office, publish and distribute recruitment materials
- Work with the Alumni Relations Team on marketing events
- Devise new systems for monitoring interest from potential pupils and their families
- Manage the relationship with families from the point of contact with the organisation to entry into school as a pupil
- Manage budgets and management reports

Essential requirements of the Pupil Recruitment Manager:

- Educated to degree level and relevant work experience
- Experience working in a marketing environment
- Excellent project management skills
- Experience managing budgets
- Excellent written and verbal communication skills.
- Excellent electronic media skills

Desirable requirements

- Experience working in the education sector
- Experience of marketing to an international audience