



Queen Mary's Grammar School



Job Description and Person Specification

Job Title:	Admissions, marketing and outreach officer (to start January 2021)
Grade / Salary:	New 2020 NJC scale Points 15 to 23, (FTE: £23,541 – 27,741) Actual Salary: £13,681 – £16,122
Hours:	25 hours per week (negotiable and flexible) – term-time plus additional hours as necessary during holidays around the entrance exam As this is a new role, this is subject to a review within the first 12 months of employment

Purpose of Job:

The successful applicant will be responsible for:

- To coordinate and oversee the provision of the entrance examination and year 7 admissions to the School
- To manage the School's waiting lists for places in other year groups and coordinate exams for candidates
- To oversee and manage all aspects of school promotion and marketing
- To co-ordinate outreach, with a particular emphasis on improving social mobility

Reporting to: Headmaster

Relationships

- Reporting to Headmaster Queen Mary's Grammar School
- Working closely with the Exams Officer and Administration Manager
- Working with school staff in whole school promotion
- Working with our multi academy trust (MAT) and primary schools partners

Main Duties and Responsibilities of the Role:

1. Entrance Examination and Year 7 admissions:

a) Coordination of entrance exam for Queen Mary's Grammar School with the local GSHA consortium

- Liaise with the exam provider (CEM) with respect to annual service specification
- Liaise with Consortium schools to agree timings and quantities for exam materials
- Review materials for test including Consortium leaflet, timetable, admissions arrangements
- Review website updates

b) Coordination of data with third parties

- Liaise with other schools/portal provider on the data collection requirements for shared portal
- Collate data for applications, identifying duplicates/errors
- Issue data to exam board in their required format
- Cross check late applications with previous applicants and other schools in consortium

c) Managing the examinations

- Liaise with parents over test details and queries
- Liaise with Clerk to the Governors over SEND pupils' arrangements
- Prepare rooms, question booklets and answer sheets and account for each on collection
- Arrange and prepare invigilators and teaching staff allocation to each room
- Oversee entrance exam day (with Senior Leadership Team)
- Arrange follow-up exams for SEND and absent pupils
- Obtain and check results issued by the exam board and rank the candidates based on admission criteria
- Organise distribution of results to parents
- Prepare information for appeals

d) Local Authority Liaison

- Obtain list of preferences from LA for applications to the school
- Match preference list to candidate ranking and identify unmatched candidates
- Provide the LA with a ranked list candidates including pupil premium

e) Offers and waiting list

- Prepare and issue welcome letter / email to parents offered places
- Confirm acceptances / declines
- Provide QMGS administration team with data for of pupils offered places
- Working with the LA, provide, maintain and issue offers from ranked waiting list, including any late applicants

f) Appeals

- Provide data for appeals cases to the Clerk to the Governors Liaise with Clerk / Headmaster on individual appeals

2. Admissions and exams for other year groups:

- Establish and maintain the School's waiting list for places for other year groups
- Deal with parent enquiries and liaise with the LA
- Arrange for candidates to be tested once vacancies arise
- Provide parents with results and decisions on places
- Liaise with the press over open events and to arrange for adverts
- Use social media as an outlet for promotion (linked in with the School's Twitter account)
- Maintain the relevant webpages containing information on admissions, open events and school applications

3. Marketing and promotion:

- Liaise with staff over the production of publicity material, including prospectus, option books and website updates
- Liaise with the press over open events and to arrange for adverts
- Use social media as an outlet for promotion (linked in with the School's Twitter account)
- Maintain the relevant webpages containing information on admissions, open events and school applications
- Oversee the arrangements for the whole school and sixth form open evenings, including:
 - Producing building plans and guides
 - Arranging departmental locations and materials
 - Arranging guides and helpers
 - Preparing paperwork and promotional material
- Oversee whole school open mornings ahead of the local authority preference form submission, including rooming, set up and the organisation of guides
- Liaise with MAT partner schools over sixth form open evening materials and presence at open evenings
- Co-ordinate (with other staff) the signposting of sixth form applications to other MAT schools where appropriate
- Management of the 6th form admissions process and liaison with the Headmaster over offers

4. Co-ordination of primary school outreach:

- Oversee the School's Year 5 outreach work (in conjunction with Queen Mary's High School) as part of the Fair Access Partnership Plan (FAPP)
- Increase the number of pupil premium applicants, particularly from Walsall schools to help address deprivation in the area (to meet the annual target of 30% per year group)
- Liaise with primary schools over launch events, aspiration sessions and familiarisation events
- Circulate familiarisation materials and update on the website
- Produce promotional material for parents and Year 5 pupils

General Responsibilities:

To play a role, under the overall direction of the Headmaster, in:

- creating a School environment with an outstanding care and guidance of, and for, all members of the School community;
- contributing to the overall ethos and high academic achievement of the School;
- supporting outstanding teaching and learning, achievement and behaviour across the School.

This includes:

- being an active member of the School community who is passionate about ensuring an excellent standard of teaching and learning;
- providing a flexible service that adapts to the changing needs of the School community and responds to day-to-day situations as they arise;
- ensuring that a proactive customer service approach is adopted in all tasks undertaken;
- ensuring that the School community has the right information at the right time to enable an excellent service;
- contributing to the ethos of the School by participating in and leading on enrichment activities;
- taking on relevant responsibilities that are both essential or add value to the School community, for example accompanying school trips, or becoming a First Aider and / or Fire Warden;
- being aware and alert to the care of each child in the School, monitoring as appropriate and raising concerns when they appear;
- being a professional role model with a clear understanding of tolerance and the importance of diversity;
- developing positive and collaborative working relationships with, and between staff to provide them with appropriate support and guidance in achieving the school's priorities and targets;
- attending and participating in meetings, as required;
- regularly reviewing own practice, setting personal objectives and taking responsibility for self-development;
- consistently enhancing knowledge of educational initiatives, information and communications technologies and developments in relation to your role utilising self-directed learning;
- managing own workload and that of others to allow an appropriate work / home life balance;
- attending out-of-school-hours events, as directed by the Headmaster, Line Manager or another member of the Senior Leadership Team;
- undertaking any other professional duties reasonably delegated by the Headmaster, Line Manager or another member of the Senior Leadership Team.

Other requirements:

- to be aware of all Safeguarding and Child Protection updates, as well as the need for data protection compliance at all times;
- to carry out your responsibilities at all times with due regard to the organisation and arrangements for Health and Safety at Work (including the preparation of Risk Assessments);
- to carry out your duties in line with the School's Policy on Equality and Diversity and be sensitive and caring to the needs of others, promoting a positive approach to a harmonious working environment;

Queen Mary's Grammar School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. An enhanced DBS check with barred list information is required for all successful applicants in addition to checking the individual is not subject to a prohibition order. Applicants are required, before appointment to disclose any conviction, caution or binding over including 'spent convictions' under the Rehabilitation of Offenders Act 1974 (Exemptions) Order 1975.

Non-disclosure may lead to termination of employment. However, disclosure of a criminal background will not necessarily debar from employment – this will depend upon the nature of the offence(s) and when they were recorded.

Person Specification:

Personal Qualities and Professional Relationships:

- To have a positive and motivated approach to work;
- To be able to work in a supportive and patient manner with all pupils and students;
- To be flexible and approachable;
- To be resilient and calm under pressure;
- To have excellent administration and time management skills;
- To proactively engage with pupils and students and have presence in order to maintain excellent standards of behaviour;
- To be able to establish and develop good relationships with all involved in the School community, including outreach schools, working well within different teams;
- To demonstrate a flexible approach to work and changing priorities;

Skills:

- To have excellent ICT and data entry skills, especially using Excel spreadsheets;
- Strong numeracy skills
- To have excellent communication skills, both oral and written;
- To have experience of communicating with people at all levels across an organisation, including parents and pupils

Operational experience:

- To have experience of working with and supporting young people;
- To have experience of working in an Examinations or Admissions role, or transferable skills to do so;
- To have experience of using management information systems and/or online systems.

Other:

- To have an understanding and willingness to be involved in School enrichment activities;
- To have an understanding of the School environment and priorities for learning.