

EVENTS, MARKETING AND ADMISSIONS ASSISTANT – JOB DESCRIPTION

Pangbourne College is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment.

Job Title:	Events, Marketing and Admissions Assistant
Reports to:	Director of Admissions, Marketing and Comms
Department:	Marketing and Admissions
Hours per week:	38 weeks per year Monday to Friday – 08.30 – 16:00 with flexibility in start time Including 2 x Saturday Open Mornings per year, 1 Open Evening and 1 x Saturday Assessment Day
Role type:	Permanent Contract

Key working relationships:

Director of Admissions, Marketing and Communications
Admissions Officer and Senior Admissions Officer
Marketing Executive and Senior Marketing Officer
Head's PA
Academic Teaching Staff
Catering, Works, IT and Maintenance Team
Bursary Staff

Role Summary

This is a key role within the Marketing and Admissions team. The role will be responsible for delivering the event programme for the College. The events will include a portfolio of successful enquirer, applicant and offer holder events that engage, inspire, inform and encourage prospective families to consolidate their interest in the College as well as retention events for current pupils and parents. The role will also provide admin support across the Marketing and Admissions teams and support with Outreach events.

This role will offer exposure to a wide range of disciplines across marketing, events and admissions and provide a good grounding of experience within these areas as well as within the education sector.

The role requires an enthusiastic individual who is keen to support and get involved in all aspects of the department. A 'can-do' attitude, attention to detail, good interpersonal skills and an ability to multi-task are essential.

Duties and Responsibilities

Key tasks

Event Management

- Assist in the planning and logistics for the annual calendar of events and ensure all are diarised in all relevant calendars.
- Ensure all aspects of the annual events are booked and be the main point of contact within the College to manage and deliver the events.
- Liaise with internal contacts to deliver the events (catering, reception, Heads of Departments, SLT, pupil allocations, tour guides, IT, sound/lighting, maintenance, estates etc).
- Ensure all events are planned and delivered in a timely manner and to the minutiae of detail.
- Ensure all guest communication and their event experience is delivered to a high standard.
- Produce clear and detailed planning documentation and check lists for each event to ensure no deadlines are missed.
- Work with marketing to ensure the event has the correct promotion, collateral, branding and merchandise (if required).
- Set up and manage the online booking forms for events and ensure all attendees are inputted into the database (iSAMS)
- Attend any relevant internal meetings regarding the planning or delivery of the events and internal communication and other documentation is completed for the event (eg risk assessments).
- Responsible for set up and breakdown of events.
- Send out feedback forms for each to collect and analyse feedback from participants and staff.
- Create post-event reports summarising feedback and recommendations to put in place for subsequent events to ensure continual improvements and refinements are made.
- Monitor and document competitor events to ensure College events remain competitive, appealing and innovative.

Admin Support

- Provide admin support to the Admissions Team to ensure all enquiries are dealt with effectively, all enquiries are funnelled through to conversion and all new joiner information is completed and returned.
- Provide admin support for the Outreach activity that the marketing team put on for the local prep and primary schools. This will involve sending out invites and information to schools, help manage responses, communications with the schools and hands on help on the day of the event as well as organising any collateral and branded merchandise to give away.

PANGBOURNE

— A community where you can flourish —

- Arrange all aspects of individual prospective parent visits to support the admissions team and co-ordinate pupil tour guide requirements.
- Prepare literature packs for visiting families at all events.
- Help co-ordinate attendees at Future Schools Fairs and packing equipment for staff members to take.

Attendance at events will include: Open Days, Open Evenings, Taster Days, Assessment and Activities Days, New Joiner/Welcome Events, Keeping in Touch events, Heads Introduction to Pangbourne and Retention Events. Please note: some events will take place in the evenings and on Saturdays where attendance is required.

Other

The above is only an outline of the tasks and responsibilities of the role. The post holder will carry out any other duties as may be reasonably required by his/her line manager.

The Job Description and person specification may be reviewed on an on-going basis in accordance with the changing needs of the department and College. This Job Description and accompanying documentation do not form part of the employment contract.

Child Protection and Safeguarding Policy

It is the post holder's responsibility for promoting and safeguarding the welfare of children. You will comply with the Pangbourne College Child Protection and Safeguarding Policy, and the requirement to report to the Designated Safeguarding Lead any concerns relating to the safety or welfare of children.

Terms and Conditions of Service

The post holder will be required to comply with all policies and procedures issued by and on behalf of the College. The post holder will be subject to an Enhanced Disclosure and Barring Service Certificate.

The post holder will be required to participate in the College's appraisal procedures as an appraisee and if applicable, as an appraiser. The post holder will be required to attend statutory and mandatory training.

Information Security, Confidentiality and Data Protection

During the course of employment the post holder may have access to, see or hear information of a confidential nature and he/she will be required not to disclose such information. All personal identification information must be held in the strictest confidence and should be disclosed only to authorised people in accordance with the General Data Protection Regulation and the College's Privacy

PANGBOURNE

— A community where you can flourish —

Notice, unless explicit written consent has been given by the person identified.

Equal Opportunities

The post holder must comply with and promote Equal Opportunities and avoid any behaviour which discriminates against others on the grounds of sex, disability, marital status, sexual orientation, age, race, colour, nationality, ethnic or national origin, religion, political opinion, trade union membership.

Health and Safety

Under the Health & Safety at Work etc Act 1974, it is the responsibility of individual employees at every level to take care of their own health and safety and that of others who may be affected by their own acts at work. This includes co-operating with the College and colleagues in complying with Health and Safety obligations to maintain a safe environment.