



## Head of Marketing and Admissions

**What we value at Westminster Adult Education Service**

We are passionate about transforming lives through education and enabling our learners to realise their full potential

We are ambitious for our learners, staff and community, setting aspirational targets and high standards. We aim for excellence in all our teaching and learning

We value our stakeholders particularly our local community and strive to be agile in meeting their needs.

**Our culture**

We are an open and welcoming service. We create an inclusive learning and working environment for each person, treating everyone fairly and with respect.

**Portfolio/responsibilities of this role**

1. Responsible for ensuring the Service delivers a market leading customer experience for new and progressing learners in line with the WAES strategic plan.
2. To lead the implementation of the WAES Marketing strategy to deliver the WAES Strategic Plan objectives.
3. To deliver an enrolment service, which is compliant with funding body and learner eligibility rules, audit requirements and any legislative changes that would affect the Service's funding agreements and lead on quality review to improve procedures.
4. To develop and maintain a department that is focused on the customer whilst delivering professional, efficient and effective information and advice services, for all current and prospective learners.
5. To ensure that all staff members have an in depth knowledge and understanding of the programs offered by the Service and the associated funding, enabling them to support learners in making the 'right choice' and provide excellent standards of information and advice.
6. To lead on the editorial direction, design, production and distribution of all WAES marketing Publications.
7. To lead and develop staff to project a professional and consistent brand to internal and external customers.

	<p>Budget Responsibilities</p> <p>Staffing £ 650,000</p> <p>Procurement £</p> <p>Other £100,000</p>
<p><b>What do we expect this role to achieve?</b></p>	<p>The success of this role will ensure that</p> <ol style="list-style-type: none"> <li>1. Customers receive a high quality consistent service across all centres which supports the marketing and promotion of the service and attracts future learners.</li> <li>2. All internal progressing learners and new learners receive an exceptional application, admissions and enrolment experience from across the service.</li> <li>3. Business processes to maximise opportunities within the admission and enrolment process are implemented to maximise conversion of enquiries to enrolments and achieving enrolment targets as set out in the business planning cycle.</li> <li>4. A Marketing, Communications &amp; Events Operational Plan including KPIs is implemented to deliver the WAES strategic plan, service mission and strategic aim.</li> <li>5. Corporate communications that enhance the Service's reputation with external stakeholders are maintained and the response to any crisis communications is effective.</li> <li>6. The Service's external reputation is developed and maintained by developing excellent communication channels with key media outlets and WCC communications department.</li> <li>7. Market research into participation trends, demographic factors, and competitor analysis and other research is completed to inform service planning for SMT.</li> <li>8. High quality customer data is collected to enable data trends and analysis to be undertaken to inform future marketing strategies and campaigns.</li> </ol>
<p><b>Band/Salary range</b></p>	<p><b>Band 4</b></p>
<p><b>Work style</b></p>	<p><b>Agile</b></p>
<p><b>Your manager &amp; team</b></p>	<p>Assistant Principal, Business Support Services</p>
	<p>Number of employees reporting into this role: 4</p>

<b>Experience</b>	<ul style="list-style-type: none"> <li>• Previous demonstrable experience in a similar role</li> <li>• Proven experience at operationalising a marketing strategy, in a comparable setting</li> <li>• Relevant experience of analysis and financial management</li> <li>• Experience of managing and developing innovative marketing initiatives</li> <li>• Experience of review and implementation of admission and enrolment procedures</li> <li>• Experience of leading main enrolment and in-year enrolment</li> <li>• Experience of leading a conversion strategy from enquiry to enrolment and reaching recruitment target set</li> <li>• Experience of managing change.</li> </ul>
<b>Skills</b>	<p>The successful candidate will have demonstrable skills and abilities in relation to:</p> <ul style="list-style-type: none"> <li>• A good understanding of budget management</li> <li>• People management</li> <li>• Negotiation and influencing</li> <li>• Project management.</li> <li>• Both verbal and written communication</li> <li>• IT, including but not limited to: Office 365 and associated applications.</li> <li>• Excellent copywriting and editing skills.</li> </ul> <p><b>Qualifications:</b></p> <p>Relevant professional qualification.</p>
<b>Corporate standards</b>	<ul style="list-style-type: none"> <li>• <b>Resources / Financial management</b> We expect you to manage delegated budgets, funding and resources in line with our processes and our Westminster Way. We would welcome your ideas on the development of outcome based commissioning models and/or income generation opportunities to help the service receive value for money.</li> <li>• <b>Values and behaviours</b> Our values and behaviours are at the heart of everything we do. We expect you to work in this Westminster Way empowering, engaging and encouraging your teammates to deliver our corporate vision.</li> <li>• <b>Compliance</b> We expect you to ensure legal, regulatory and policy compliance in the area of your specialism, identifying opportunities and risks and escalate/report where appropriate.</li> <li>• <b>Equality and diversity</b> We value equality and diversity as a city council and we want you to support and promote this in your day to day work.</li> </ul>
<b>Additional leadership values and behaviours for managers</b>	<p><b>People and Service Management</b> (Managing excellent, cost-effective service delivery.</p> <ul style="list-style-type: none"> <li>• Driving forward performance - setting high standards, encouraging improvement and supporting the team to achieve. Having regular team meetings and one to one conversations about performance, including difficult ones when necessary.</li> </ul>

- Developing our people and our partners - giving people the scope to do well, taking time to understand their strengths and motivations, stretching them and coaching them to achieve.
- Managing budgets responsibly – planning, monitoring and adapting budgets to respond to changing priorities. Delivering the Medium Term Plan
- Working within the democratic framework - understanding the democratic process and its role in public organisations, anticipating Member needs and responding to their feedback.

#### **Leadership and Engagement**

Inspiring the team to deliver the corporate vision, embrace change and develop opportunities.

- Delivering the corporate vision – developing and communicating a direction for the Service which keeps us focused on delivering the priorities of the corporate vision and makes it central to everything we do.
- Leading change - being realistic, transparent and clear on the challenges. Communicating the reasons for change and ensuring understanding. Inspiring people to get involved, to question, and to take change forward.
- Making difficult decisions – tackling issues proactively and finding solutions, being accountable for the decisions that have been made.
- Engaging staff, communities and customers - winning strong support through effective and regular communication, collaboration and feedback.
- Being commercial – creating opportunities to generate growth, income and maximise commercial potential.