

# Ruskin Mill Trust (the Trust)

## Job Description

<b>Position:</b>	<b>Marketing and Admissions Manager</b>
<b>Post Reference No:</b>	<b>RMT10159</b>
<b>Field of Practice:</b>	<b>Transformative Leadership and Management (Field 7)</b>
<b>Grade:</b>	<b>8:9:10</b>
<b>Responsible to:</b>	<b>Trust Head of Marketing, Admissions and Business Development</b>
<b>Location:</b>	<b>Freeman College, Sheffield/Corporate Offices at Ruskin Mill, Nailsworth (Gloucestershire)</b>

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### Job Purpose

Focussing on parents, schools, professionals and Local Authorities the post holder will work to secure student revenue and numbers thereby ensuring the sustainability of Brantwood School, Freeman College and Clervaux as well as any other Trust provision as opportunities arise.

The post holder will have an in-depth knowledge of the Trust's method, Practical Skills Therapeutic Education (PSTE) in order to articulate and create a robust marketing plan while also having the ability to represent the Trust at a senior level.

The post holder will be expected to embrace, articulate and work with the Ruskin Mill Trust's objectives, vision, values, purpose and method, ensuring that the Ruskin Mill Trust's paradigm of biodynamic agriculture, Anthroposophical medicine and practical skills education, which is informed by Steiner Education, is maintained, implemented and integrated within the provision of the Trust.

The post holder is to contribute to the whole life of the Trust and its Provision always remembering that our core purpose is to improve the education and lives of the students at the School and/or College.

You may be required to carry out your duties at all of the Trust premises, some of which are located a distance from the main site and at such other places as may reasonably be required.

Evening and weekend working will be required.

## Contribution

The post holder will be expected to contribute as required and uphold the underpinning values and philosophy of the College/School and Ruskin Mill Trust at all times.

## Main Duties

1. To have a good understanding of the 'Seven Fields of Practice' within the PSTE method and how it informs a PSTE curriculum when speaking with external stakeholders, parents and students.
2. To adopt the language which has been constructed to convey how a PSTE curriculum can best address the needs of each student in the admissions and transition stages, This may require the Marketing and Admissions Manager to undertake the appropriate training as required by the line manager or the Hiram Education and Research Team.
3. To have a detailed overview of each Provision and its unique attributes in order to meet any opportunity that presents itself to best achieve the outcomes for the young person.
4. To have the ability to identify any possible new opportunity or trend that might be a new business opportunity for the Trust, gather and present relevant information.
5. In conjunction with the Head of Admissions and Business Development have an understanding of both day and residential capacity across the provisions at any time.
6. To deliver student and revenue numbers in line with Trust needs by creating a robust business and marketing plan and proactively reach out to parents, schools and external stakeholders to fill provision gaps as identified.
7. To build and maintain productive relationships with all key stakeholders both external and internal such as Local Authorities, Social Services, specialist schools and provision personnel.
8. Facilitate the Admissions process working closely with each provision to ensure all steps are conducted in a timely and professional manner by either the Admissions and Business Development team or Provision personnel ensuring necessary and relevant information is entered into Databridge accordingly or shared as required.
9. To conduct any outreach including feeder schools, parent forums, trade shows and events or other and entering relevant information into Databridge.
10. In conjunction with the relevant Provision, organise an initial visit, sharing and collecting any relevant information, entering onto Databridge and diarising for follow up.
11. In conjunction with the relevant Provision, setting the date for the assessment and preparing risk assessment. The provision will set timetables, facilitate

assessment, collect information from tutors and then submit to Admissions and Business Development Managers for entering into Databridge and producing the Assessment report in readiness for sign off and offer of placement.

12. Produce Assessment Reports including all therapy and professional reports as pertinent, letter of offer and costings for sign off.
13. Be responsible for follow up to all key stake holders including parents during the admissions process to ensure a timely and successful conclusion of application.
14. Produce regular reports as required on Admissions information including trends, student numbers and projected revenue.
15. Be responsible for keeping the Trust updated on market intelligence including competitor developments, Local Authority changes and possible opportunities.
16. Work with each provision to ensure relevant information for each potential student is available and handed over in a professional and timely manner to key provision staff.
17. Be prepared to attend any meetings as required, contribute and present accordingly.
18. Create Reports and draft appropriate additional correspondence for all non-standard offers in a professional manner
19. Be responsible for being informed and up to date in changes in legislation that impact the Special Needs environment sharing such information as appropriate.
20. Be involved in collating evidence for the parents to present to the Local Authority or other funding body, for consideration.
21. With support from the Head of Admissions and Business Development - provide advice and guidance on the SEN process's, in line with the SEN Code of Practice (Statutory Assessment, Statements and Annual Review); face to face meetings, telephone discussions including how to compose letters and advice to parents on an individual basis.
22. Be part of the planning and coordination for information to the Pathways team for new students.
23. To provide cover for absent colleagues when necessary.

### **General**

1. To share the Trust's commitment for promoting and safeguarding the welfare of students.
2. To be responsible for promoting and safeguarding the welfare of students, children and vulnerable adults that you come into contact with.
3. To carry out the above duties in accordance with the Trust's Health and Safety Policy.
4. To actively support and promote equality and diversity throughout the Trust.
5. To work co-operatively with other staff within the Trust.

6. To work with students as and when required.
7. To comply with all the policies and procedures of the Trust as contained in the booklet entitled “Ruskin Mill Trust - Student Protection Policies”.
8. To maintain exemplary standards of professionalism, honesty and respect at all times, and not abuse the privilege of access to confidential information.
9. To be responsible for the care and development for your working area.
10. To attend meetings and supervision as required.
11. To deliver training or development opportunities as required.
12. To maintain a ‘duty of candour’ and to be open and honest at all times, ensuring that concerns are raised promptly through the appropriate management routes.
13. To undertake training and development as required by the Trust and the Hiram Education and Research Team. To be committed to professional self-development, through participation in-service training as necessary for the successful carrying out the role.
14. To undertake work related continued professional development (CPD) as required by the post.
15. May, from time to time be required to work additional hours as shall be reasonably necessary to discharge properly your duties and responsibilities outlined in this job description.
16. To undertake any other duties appropriate to this level of post which will evolve as the job progresses until the job description is reviewed.

### **Staff Management and Supervision**

The Marketing and Admissions Manager has no direct staff responsibility, however, they may be required to supervise designated staff from time to time.

### **Liaison**

To liaise with all staff employed by the Trust, professional bodies, external consultants, and any outside bodies as and when required.

### **Job Revision**

This job description should be regarded as a guide to the duties required and is not definitive or restrictive in any way. The duties of the post may be varied from time to time in response to changing circumstances. This job description does not form part of the contract of employment.

Where the post holder is disabled or becomes disabled every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job. If, however, a certain task proves to be unachievable job redesign will be given full consideration.