

BRADFIELD
COLLEGE

DIRECTOR OF ADMISSIONS

The College

Founded in 1850 by Thomas Stevens, and set in a village amidst unspoilt Berkshire countryside, Bradfield College enjoys a well-established reputation for being one of the country's leading co-educational, independent schools through its provision of academic excellence and a well-rounded education.

The College is characterised by a relaxed unpretentiousness and has a strong family atmosphere. These are central to the enjoyment of school that we believe is the foundation of successful education. The people who work here are deeply committed to the progress and wellbeing of the children in their care. A talented and diverse team of specialists and all-rounders, the staff bring expertise and dedication to their role and have an easy rapport with the young.

Pupil numbers are currently 815 (with a 55:45, boy/girl ratio) following completion of an expansion programme which began with the introduction of full coeducation at Bradfield in 2004 (girls were first admitted to the sixth form in 1989). Approximately 77% of the pupils are boarders; many spend Saturday nights at home following matches but there is a full weekend programme and approximately 10% of the boarders stay in. The majority of pupils are relatively local, coming from within a 30-mile radius and approximately 11% of our pupils live overseas.

Bradfield's curriculum facilitates interdisciplinary thinking and also promotes excellence through specialisation. Inspirational teaching and high expectations go hand in hand in creating a culture of learning and ambition. As well as an extensive (i)GCSE programme, the College offers both the IB Diploma Programme and A Levels in the Sixth Form. Results are strong with 68% awarded 9-7 at GCSE, 79% achieving A*-B grades at A Level and an IB Diploma average of 37.2 points.

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Bradfield's outstanding pastoral care is rooted in its house system, beginning in Faulkner's, a Year 9 boarding house specially designed to help all girls and boys make a happy and successful transition to senior school before moving into one of 11 senior houses. As they make their way through the school, our pupils learn about themselves and about others and take increasing responsibility for their own lives, their choices and their wellbeing. Simultaneously, we help them to become more aware of the views, needs and rights of people of all ages.

Bradfield offers a remarkable range of co-curricular activity. Participation across this range is fundamental to a Bradfield education and means taking part in sport, music, drama, creative arts and the whole array of activities available. Our pupils throw themselves into co-curricular activity with enthusiasm and learn about themselves whilst honing skills and developing interests which will remain with them throughout adult life.

Bradfield seeks to develop attributes that will enable pupils to thrive personally and professionally and to inspire a lifelong love of learning. This means a great deal more than securing strong grades and making a convincing application to higher education. It also entails the ability to embrace change, openness to a globalised world and the readiness to adapt and innovate. Each of these is nurtured in our diverse community and through our rich curriculum. We encourage pupils to understand the world around them and their place within it. In the same way, Bradfield itself continually looks forwards and outwards, embracing new opportunities whilst remaining true to its values.



Purpose of the Role

Reporting to the Senior Deputy Head (External Relations)

To operationally and strategically lead the Admissions Department, promoting the successful recruitment, conversion and enrolment of pupils who meet the College's criteria, whilst ensuring an efficient and effective admissions process and customer experience.

Working closely with the Senior Deputy Head (External Relations) and collaboratively with the Director of International Admissions, the Group Director of Marketing and Communications and the Prep Schools Liaisons Officer, the Director of Admissions will play a leading role in determining and delivering pupil recruitment and retention objectives.

Broad areas:

- Reporting
- Forecasting
- Admissions operational team leadership
- Process and data management
- Strategic leadership

Key Responsibilities

Admissions Operations

- Ensure efficient and effective administration of admissions processes including registrations, assessments, interviews, offers, acceptances, deposits and bursaries.
- In consultation with the Senior Deputy Head (External Relations), plan and deliver admissions events, including open mornings, assessment days and scholarship assessments, onboarding, immersion days and taster days for prospective candidates.
- Working with the Group Finance Director, ensure that scholarship and award assessment processes and bursary applications are well run.
- Liaise with finance on all bursary applications.

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- Determine, in consultation with academic and pastoral leaders, the nature of admissions assessments, testing processes, scholarship awards, and entry recommendations.
- Maintain high standards of data integrity, CRM usage, and pipeline management, ensuring accurate reporting and conversion optimisation at every stage.
- Lead the ongoing development and utilisation of admissions CRM systems to improve forecasting, conversion management and applicant journey tracking.
- Ensure full compliance with ISI regulations, GDPR, and UKVI requirements.
- In consultation with the Senior Deputy Head (External Relations) assist in ensuring effective liaison with feeder schools regarding entrance assessments, scholarship outcomes, and candidate progression.

Collaboration & Relations

- Collaborate with Marketing and Communications to ensure alignment between brand, messaging, and recruitment priorities.
- In consultation with the Senior Deputy Head (External Relations) collaborate with academic, pastoral, operational, and co-curricular colleagues, ensuring admissions processes reflect the school's ethos and support a smooth transition for new pupils.
- Ensure an exceptional admissions experience for all families.
- Develop and continually improve admissions processes in consultation with the Senior Deputy Head (External Relations).
- Ensure compliance with relevant regulations and policies.

Recruitment & Conversion

- Monitor enquiry, application, acceptance/withdrawal trends.
- Review processes to improve conversion rates.
- Support pupil number planning and forecasting.
- Analyse admissions data and trends to identify risks, opportunities and areas for improvement in recruitment performance
- Arrange and be responsible for all online assessments for prospective candidates - (CAT 4, OPT, interviews etc).

Record Keeping

- Maintain accurate, comprehensive and timely records of all admissions data, including all external communications.

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Compliance

- Ensure compliance with ISI Regulations relevant to Admissions.
- Ensure compliance with GDPR and safeguarding policies in the handling of pupil data.
- In association with the Director of International Admissions, maintain compliance with UKVI (UK Visas and Immigration) regulations and assist, where required, with the visa applications process.

Data & CRM Management

- Be responsible for admissions data and produce regular reports on key admissions metrics, maintaining data integrity and accurate pipeline management.
- Develop and maintain admissions dashboards and management information to support strategic decision-making and pupil number planning.
- Ensure efficient and effective use of admissions systems including ISAMS.

Events & Relationship Management

- Organise and lead open day days, tours and other admissions events and associated administration, in consultation with the Senior Deputy Head (External Relations).
- Deliver a warm, welcoming and personalised admissions journey for all prospective families.
- Establish and monitor service standards across the admissions journey, including enquiry response times, visitor experience and applicant communications.
- Proactively building relationships and supporting engagement with current and prospective families through timely and tailored communications.
- Assist the Senior Deputy Head (External Relations) in building relationships with feeder schools, educational consultants and other key stakeholders.
- Proactively follow up enquiries to maximise conversion rates, maintaining a values-led approach.
- Work closely with staff to ensure prospective families receive up-to-date school insights and data.
- Any other duties as requested by the Senior Deputy Head (External Relations).

Team Management

- Line management of the admissions operational team.
- Promote high standards of service and professionalism.
- Support training and development of admissions staff.



Person Specification

Essential

- Demonstrable admissions or recruitment experience.
- Commercial awareness.
- Discretion in handling sensitive situations and respecting confidentiality.
- Team player with a collaborative nature.
- Prepared to work irregular hours as required.
- Excellent communication and presentation skills.
- High attention to detail and professional standards.
- Experience of managing data and performance reporting.
- High levels of emotional intelligence and empathy.
- Strong organisational and project management skills.
- Desire to meet and exceed targets whilst providing excellent standards of customer service.

Desirable

- Previous line management experience within an admissions or school setting.
- Prior experience of boarding school admissions and recruitment processes.
- Knowledge of ISAMS, or similar, and CRM systems.

Terms of appointment

- The successful candidate will be offered a competitive salary reflecting the role and the experience of the candidate.

- Staff are eligible to join the College's healthcare scheme. Further details are available upon request. Membership of the Bradfield College Sports Centre and subsidised membership of the Bradfield College Golf Club are available.



The process

Short-listed candidates will be invited to Bradfield for interview and a tour of the College will be offered.

Bradfield College reserves the right not to appoint to this post should a suitable candidate not be identified.

Safeguarding

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

The post-holder is responsible for promoting and safeguarding the welfare of children and young people for whom he/she is responsible, or with whom he/she comes into contact, and ensuring compliance with our child protection policy statement.

Health and Safety

All staff are required to refer to their individual responsibilities as defined in the Health & Safety Manual and ensure they are competent to implement them and agree to abide by them. Staff health, safety and welfare at work are protected by law. The College has a duty to protect staff and to keep them informed about health and safety. Staff have a responsibility to look after themselves and others. If there is a problem, employees are expected to discuss it with their line-manager or with the College's Health and Safety Manager.



Disclosure and Barring Service, references and right to work in the UK

As Bradfield College is registered to ask ‘exempted questions’ under the Rehabilitation of Offenders Act 1974, successful applicants will be subject to the required and satisfactory DBS (Disclosure and Barring Service) clearances before the appointment is confirmed.

This post is also subject to receipt of written references which must be satisfactory to Bradfield College and documentary evidence of qualifications. A copy of the reference request form is included at the end of this document for information purposes.

Successful applicants will need to provide confirmation of permission to work in the UK. Please note that under the Immigration Asylum and Nationality Act 2006, Bradfield College has an obligation to ensure applicants have the right to work in the UK prior to commencement of employment. (This is carried out at the interview stage; if applicants fail to produce the required genuine documents prior to commencement of work for the College, or if it is found that those documents do not meet the legal requirement, an offer of employment will be withdrawn).





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