



AMCIS

Admissions, Marketing and Communications
in Independent Schools

RESOURCE: Job Description – Director of Admissions

Department Marketing & Admissions
Responsible to Deputy Head Strategy & Communications

Role Overview

Responsible for managing and leading all aspects of our busy and complex admissions across the School. She/he will possess excellent interpersonal skills and be responsible for ensuring the quality, efficiency and warmth of the prospective applicants' and their families journey from first approach to entry.

She/he will lead an able team and build strategy to continue to increase the school roll and provide excellent service and support to all applicants. This key senior role in the School reports to the Deputy Head Strategy & Communications, sits on the Senior Management Team, line-manages the Senior Admissions Coordinator, and with the Head of Prep lines-manage the Prep Admissions Coordinator.

The post-holder will ensure that all front of house staff, and those involved with admissions and assessment, offer outstanding customer care. They will work in partnership with Senior School Heads of Department & Housemistresses; and with the Communications, Hospitality & Catering and Premises Teams.

The post is full time, term time, plus additional weeks during school holidays, some evening and weekend working is required.

Duties and Responsibilities

Relationship Management

- Work collaboratively with teams across the school to ensure outstanding customer care
- Build strong relationships with existing feeder schools & nurseries
- Develop strong relationships with prospective parents and pupils throughout the admissions cycle, delivering the best possible experience parent through every interaction
- Identify and develop new markets by building relationships with potential feeder schools & nurseries

Admissions Cycle

- Assure the quality of correspondence, events, tours and visits, interviews, assessments, examinations, offers and induction
- Facilitate the scholarship awards processes

- Support relationship building with potential 100%+ financial support applicants
- Annually review the outcomes at Prep, Senior & Sixth recruitment rounds to inform strategic planning for the next
- Act as authorised officer for the school with UKBA and ensure compliance to it

Data Management

- Oversee the integrity of the admissions database, ensuring the accurate and effective capture of customer information
- Oversee data analysis and reporting of all points in the admissions cycle as part of ongoing quality reviews

In addition to the above the post holder will carry out any other professional duties as reasonably required by the Head.

Qualifications and Experience

- Degree level or equivalent
- At least 2 years' experience of admissions in an educational setting
- Recognised admissions or marketing qualification, desirable

Skills

- Excellent interpersonal skills – able to build relationships at all levels
- Excellent communication skills – both written and oral
- Strong presentation skills
- Able to motivate teams and work in multi-disciplinary teams
- Highly numerate, with commercial acumen
- High level of IT skills
- Database management

Knowledge

- Knowledge and understanding of school admissions or marketing
- Knowledge and understanding of customer relationship management principles and practice
- Working knowledge of CRM systems, desirable
- Interest in independent education sector, desirable
- Interest in broader educational landscape, desirable

Personal Qualities

- Ability to think creatively and demonstrate initiative, dealing calmly with different situations as they arise
- Warmth in relationships with adults and children alike
- Honesty and integrity
- Understand and respect the principles of confidentiality
- Strong planning and organisational skills
- Hold high professional standards and expectations of pupils and yourself
- Have a willingness to learn new ways of thinking and to try new approaches
- Flexibility and team working skills

Philosophy and Ethos

- Committed to safeguarding and promoting the welfare of children and young people
- Able to form and maintain appropriate relationships and personal boundaries with children
- Strong support for the School's mission and values

Other Requirements

- Satisfactorily meeting the school's employment checks – Disclosure and Barring Service (DBS) check, references, qualifications and legal entitlement to work in the UK

DISCLAIMER

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