



ABBOTSHOLME

AN EDUCATION FOR LIFE

JOB DESCRIPTION

SCHOOL REGISTRAR

The Registrar is accountable to the Headmaster

I The nature of the role

The Registrar will be sales focused and is primarily responsible for pupil recruitment and the admissions process. He or she will build strong and lasting relationships with prospective parents and pupils, delivering on objectives to ensure the School operates at full capacity. He or she shall ensure that all enquirers and applicants receive a positive impression of Abbotsholme School. As a prominent public representative of the school, he or she will excel in customer service and be a firm believer in the ethos of an all-through independent boarding school.

The School Registrar will play a key part in the planning, preparation and execution of key admissions-related public events, such as Open Days, exhibition events and Taster Days. He or she will provide weekly updates to the Senior Leadership Team on boarding and day pupil applications for both international and UK students.

The Registrar will work closely with the Marketing Manager and Admissions Assistant as a team to develop and foster effective working relationships with academic and support colleagues across the full Abbotsholme school offer.

This is a crucial post which is key to the continued growth and development of Abbotsholme School. It is essential that the Registrar has excellent communication skills, both verbal and written, is able to maintain a high level of efficiency and be calm, confident, and professional with a variety of audiences.

The School Registrar is expected to have a whole school approach and ensure that they understand the importance of school events in relation to termly activities. He or she will also be expected to attend whole school events to gain a thorough understanding of the academic and pastoral experiences that pupils can expect when coming to Abbotsholme.

A sound understanding of boarding, overseas recruitment, Cat 4 visa SEN and the curriculum of a school for children aged 2-18 would be an advantage.

The registrar will manage the budgets associated with recruitment and the admissions process and report regularly on progress to the Headmaster.

The registrar will support, mentor and line manage the Admissions Assistant such that she feels motivated, valued and adequately trained for the task and regularly appraised in line with School policies.

The registrar will maintain excellent customer service within Abbotsholme for both prospective and current parents, and visitors to ensure excellent first impressions and enhance reputation by word of mouth.

The Registrar, Marketing Manager and Admissions Assistant oversee and maintain continuous dialogue and feedback as regards customer service with all internal stakeholders and to act as 'customer service champion and guardian'.

2 Key tasks

Admissions

- Maintain proactive and timely communication with families throughout the admissions process, notifying all scholarship and bursary candidates of specific arrangements.
- Track, manage and analyse all elements of the admissions process including enquiries, visits, registrations, offers, deposits, starters and leavers on the School's MIS and produce reports to present to the Headmaster and Advisory Board.
- Identify where the admissions pipeline lacks an appropriate number of enquiries to achieve the budget number and ensure that the Headmaster and Finance Manager are aware of the shortfall and can implement necessary actions.
- To record all option choices from prospective students to ensure that the Director of Curriculum has the information to place new students onto the timetable and into appropriate classes.
- To ensure that year lists are accurate and up-to-date at the beginning of each academic year and throughout the year as change occurs.
- To ensure that the Accounts department is made aware of all changes to the School Roll as joiners and leavers are confirmed.
- To produce a monthly electronic copy of the Admissions Register.
- Liaise with the finance department regarding applications and advise with regard to payment of registration fees, deposits and monies paid.
- Manage the weekly forecasting of admissions figures in conjunction with the Headmaster, ensuring that the pupil forecast is based upon the up-to-date admissions pipeline.
- Follow through and track every application to the point of final acceptance or withdrawal of interest by reviewing application forms, ensuring that all relevant documentation is received, arranging and supervising testing where appropriate.
- Contact all applicants on a regular basis with regard to the status of their application, after discussion with the Headmaster.
- Ensure systems and procedures in support of UK and overseas Admissions continue to be effective, compliant and follow best practice.
- Work closely with the Head to review and ensure that overseas enquiries are suitable.
- Ensure that good relations are maintained with key agents, including ensuring proactive and timely communications throughout the admissions process.

- Actively promote the school to international agents and parents.
- Liaise and closely monitor the performance of overseas recruitment agencies.
- Assist overseas families in ensuring that appropriate and compliant guardianship arrangements are in place for all students joining the School, to be well informed and able to advise families of suitable guardianship agencies.
- Maintain appropriate records both during the admissions process and when pupils have joined the School under Tier 4.
- Understand the UKVI Points system, the responsibilities of sponsors of migrants, licence renewal, record keeping etc. and attend and update training as and when required.
- Be responsible for issuing CAS for new students.
- Assist agents/parents as far as possible by answering any queries about the visa process.
- Work with the Admissions Assistant to support ways for systematically and regularly reviewing and developing all aspects of Abbotsholme's admissions policy and procedures.
- Co-ordinate, produce and present weekly management reports to SLT in support of admissions activity.
- Co-ordinate, arrangements for Open Days, Open Mornings and other visits by prospective parents and pupils with the Admissions Assistant.
- Attend recruitment fairs in the UK and overseas (to a limited extent).
- To fully brief The Headmaster or other school representative when attending overseas and international recruitment events.
- Lead on current and future use of agents and guardians.
- Create connections with new agents as appropriate.

Line management

- To support the Admissions Assistant such that she feels motivated, valued and adequately trained for the task and regularly appraised in line with School policies

Generic Accountabilities

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. The duties outlined above are not intended as a restrictive list and may be extended or altered to include other tasks that are commensurate with the role as directed by the Headmaster.

Safeguarding Children

In accordance with the school's commitment to adhere to the Department for Education's Keeping Children Safe in Education and all other relevant guidance and legislation in respect of safeguarding children, the School Registrar will be required to demonstrate commitment to promoting and safeguarding the welfare of children and young people in the school.

Confidentiality

During the course of employment the School Registrar will have access to information of a confidential nature. Under no circumstances may this information be divulged or passed on to any unauthorised person or organisation.

Data Protection

During the course of employment, the School Registrar will have access to data and personal information that must be processed in accordance with the terms and conditions of the Data Protection Act 2018 and properly applied to pupil, staff and school business/information.

3. The qualities and key skills required

Business acumen - An understanding of the importance of the School being run as a business and comfortable working to targets and KPIs. An understanding of the principles of sales and marketing.

Leadership - The vision, energy and ability to inspire and motivate others. Leadership over enquiries, visits and admissions.

Interpersonal skills - Have excellent interpersonal and communication skills. Ability to influence and negotiate, build rapport and communicate persuasively and sensitively with people of different backgrounds and every level of seniority. A good sense of humour and fun.

Communication - Ability to communicate (in writing or orally) messages that are clear, convincing and inspiring. An appreciation of how to use different media to best effect with different audiences. Ability to speak confidently in public.

Intelligence - Ability to take a strategic view. Fluency in presenting and defending a business case, with clarity of analysis, expression and reasoned argument.

Creativity - Can adapt to new situations and address problems from new perspectives and to develop innovative and practical solutions to challenges.

Reliability - Attention to detail, deadlines and budgets; persistence in following through multiple projects over long periods. Ability to prioritise a complex and demanding workload.

Engagement - An understanding of and belief in, the aims and ethos of independent education in general and Abbotsholme School in particular.

IT awareness - Competence in standard office software (word-processing, presentation and spreadsheet packages). An understanding of databases and their use in customer relationship management.

The following table has been constricted to help candidates assess their own suitability and to assist with the assessment of candidates.

Attributes	Essential Criteria	Desirable Criteria
Knowledge	<ul style="list-style-type: none"> ▪ In depth understanding and appreciation of the principles and practices of school admissions and sales functions. 	<ul style="list-style-type: none"> • Working knowledge of databases/CRM systems • An understanding and appreciation of the principles and practices of schools' marketing. • Working knowledge of market research techniques
Skills & abilities	<ul style="list-style-type: none"> • Ability to develop innovative and practical solutions to challenges • Excellent written and verbal communication skills • Ability to prioritise a complex and demanding workload • Competence in the management and motivation of others at all levels • Success working with and managing volunteers • Able to establish a strong and cohesive team • Budget management • Competence in IT and database skills (Word, PowerPoint, Excel, CRM systems) 	<ul style="list-style-type: none"> • Database management
Experience	<ul style="list-style-type: none"> • Knowledge and understanding of effective customer care and management 	<ul style="list-style-type: none"> • Successful management of teams
Qualifications	<ul style="list-style-type: none"> • Level 3 or higher equivalent qualification 	<ul style="list-style-type: none"> • University graduate or equivalent • Recognised marketing and/or admissions qualification
Personal circumstances	<ul style="list-style-type: none"> • Current driving licence • Willing to attend School events outside normal hours (frequent evening and weekend work) 	<ul style="list-style-type: none"> • A willingness to undertake occasional overseas visits
Equality	<ul style="list-style-type: none"> • Candidates must demonstrate understanding of and acceptance and commitment to the principles underlying equal opportunities 	