

St Helen's School

HEAD OF ADMISSIONS REQUIRED MARCH 2022

St Helen's would like to appoint a Head of Admissions for this leading independent girls' day School.

Thank you for showing an interest in this post. We hope that the following information about St Helen's and description of the responsibilities of the post will help you to decide that this is an application which you wish to pursue.



WELCOME TO ST HELEN'S

St Helen's is a large, thriving all-through school and many of the girls who leave us at the end of Year 13 have been with us since Nursery or Reception. We are ambitious for every single girl: that she achieves her potential; that she leaves us to embark upon an exciting and fulfilling future, able to deal with whatever life throws at her with a calm, inner resolve and a sense of fun; that she is ready to go out into the world and make a difference. St Helen's has a long tradition of academic excellence which encourages girls to pursue intellectual curiosity beyond the curriculum. Our GCSE results put us very securely into the top 50 independent schools in the country each year. Sixth Formers go on to established, high-ranking universities including Oxford and Cambridge, with more than a third studying STEM subjects. However, we give our girls much more than just academic success; our co-curricular programme is rich and varied, and our pastoral care ensures that every girl is valued and cared for.

Within easy reach of central London, our school is set in 21 acres of lovely grounds and, just as we are proud of our students' academic achievements and their personal development, we are also proud of our facilities and buildings. We have invested over £20 million in a building programme over the last five years and have plans to do more.

St Helen's has a warm and lively atmosphere that makes it a really exciting place to work. Our staff and our girls look out for each other and encourage each other to be the best possible version of themselves. As such, you will play a vital role in supporting the school in the next stage of its journey and I look forward to receiving your application.

Alice Lucas, Headmistress



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THE SCHOOL

St Helen's is an academically selective independent girls' day school of more than 1100 students aged 3-18, set in beautiful green space in Northwood, Middlesex.

It draws pupils from a wide area of north-west London, Buckinghamshire and Hertfordshire with easy access by Underground from central London.

We aim to ensure that every pupil:

- is excited by learning and the opportunity to excel
- is intellectually curious and thinks independently
- is confident and able to lead as well as be a team member
- has integrity, celebrates diversity and respects others
- uses her talents, energy and enthusiasm for the benefit of the community
- has skills which enable her to become a leader of her community and profession

Our students achieve high academic standards, and we encourage them to develop lifelong skills in a diverse range of areas, both within and outside the curriculum, and to pursue their individual ambitions. The School is proud of its tradition of providing a balanced and forward-looking education through which its pupils can become confident, independent learners and leaders in their fields, their professions and their communities. Attention to the individual child is at the heart of everything we do and shapes the pastoral care, teaching and learning and the co- curricular opportunities on offer at St Helen's.

THE POST

MAIN OBJECTIVE

The Head of Admissions is responsible for the development and operational delivery of the School's student recruitment strategy, attracting the brightest girls from across NW London and the surrounding counties and retaining the School's existing students.

KEY TASKS & RESPONSIBILITIES

Strategy:

- With the Senior Leadership Team (SLT) and Head of Marketing, devise and lead the operational delivery of evidence-based student recruitment strategies that will maximise new student conversions from initial enquiry to acceptance of a place and increase existing student retention at all entry levels;
- With the Head of Marketing, lead the commissioning and implementation of appropriate tools to effectively manage, monitor and refine the admissions processes;
- Collaborate with the Head of Marketing and senior leadership team to engender a cohesive multidisciplinary team approach across the School to deliver and achieve the recruitment and retention strategic objectives;
- With the Head of Marketing, Head of Outreach and Deputy Head Operations, develop relationships with key new and existing feeder schools to broaden brand awareness and increase applications into the School;
- Contribute to the overall school vision and strategy by supporting the leadership team with insight and opportunities from an admissions standpoint;
- Lead on the horizon scanning for admissions trends, best practice policies and opportunities, sharing findings across the marketing, academic and pastoral teams to inform key recruitment initiatives.

Admissions management:

- Responsible for the operational delivery of the end-to-end admissions function, providing clear direction to the admissions team, ensuring robust procedures and systems are in place and followed to contribute to achieving the School's student recruitment targets;
- Ensure that all engagement initiatives undertaken by the admission team with parents, students and other key stakeholders are accurate, timely and consistent with



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the School's brand values, ensuring an optimum customer experience at all times;

- Collaborate with the marketing, academic and pastoral leads to devise and manage engagement events and activities across the application process that drive increased conversions to acceptance of offers;
- Support the Business Director and Exec with the smooth implementation of the student bursary and scholarship selection and award processes;
- Ensure effective engagement with academic and support staff to ensure accurate and consistent communication with families, prospects, partners and suppliers;
- Ensure the accurate, effective and efficient administration of the admissions management systems, including ISAMS;
- Ensure academic and pastoral leads are provided with admissions information at the point of student entry to ensure a smooth transition into and through the School.

Data management:

- Responsible for ensuring all enquiry and admissions data is captured and recorded accurately by the admissions team;
- With the Head of Marketing, evaluate all enquiry and admissions data and provide reports on agreed metrics to the Assistant Business Director, contributing to the wider School performance reporting dashboard, including the admission team's own performance against key objectives and activity targets;
- Utilise performance and forecasting data to inform evidence-based decision-making and shape financial planning to deliver effective translation into student numbers.

Financial:

- With the Finance Manager, devise and manage the admission department budget, developing business cases as appropriate and participate in regular budget review meetings.

- Manage department resources so that they are scalable and able to respond to the cyclical nature of the recruitment cycle.

Team Management:

- Lead, motivate and develop the Admissions team, comprising one full-time Admissions Assistant and one part-time Admissions Administrator, ensuring that the team always deliver excellent service levels to colleagues, students and their parents;
- Set departmental and individual objectives, action plans and success criteria, ensuring all team members are fully conversant with how these contribute to the School's wider strategic objectives through regular review meetings and appraisals;
- Work closely with the Human Resources Manager on recruitment, training and development, welfare and performance management matters.

Health and Safety:

- Work closely with the Health and Safety Manager on ensuring safe practices are maintained for all initiatives within the scope of their role, including the preparation of risk assessments and training as required;
- Ensure all external agencies attending on-site are compliant with the School's Health and Safety policy.

General:

- Promote and safeguard the welfare of children and young people, by adhering to and ensuring compliance with the School's Child Protection and Safeguarding Policy;
- Keep abreast of key local and national education news, government policy and best practice that will help inform admissions initiatives;
- Follow responsibilities as set out in the School's Health & Safety Policy;
- Support and promote the School's ethos, aims and objectives;
- Attend all virtual and in-School evening and Saturday student recruitment events



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- Assume other duties that may be reasonably required or delegated by the Headmistress.

HOURS

Monday to Friday 8.30am- 5.00pm with flexibility to attend school events including some Saturdays.

SALARY

Salary range £40,000 - 45,000 dependent on qualifications and experience

THE PERSON

| Requirement | Essential | Desirable |
|--|---|---|
| Education and professional qualifications | <p>Minimum Level 6 qualification or significant relevant experience</p> <p>Evidence of ongoing relevant professional development and experience</p> | <p>Level 6 business-related qualification</p> <p>Additional, relevant, postgraduate professional qualifications and/or memberships (AMCIS, CIM)</p> |

| Experience | | |
|------------|--|--|
| | <p>Proven and recent management level experience in a relevant role within the education sector</p> <p>Demonstrable experience of devising and leading student recruitment strategies that engage and motivate prospective students and parents that achieves targets</p> <p>Solid experience of working with analytics tools and interpreting, reporting and acting on the complex metrics derived from them, including KPIs</p> <p>Working effectively within a complex multi-professional environment</p> <p>Building relationships with and influencing key stakeholders, including c-level executives</p> <p>Change management, including introducing new systems and processes</p> <p>Managing and motivating staff</p> <p>Managing multiple projects and priorities simultaneously and deliver to a high standard, within tight timescales and within budget</p> <p>Managing department non-pay budgets</p> | <p>Working within the independent education sector</p> |



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| Skills | Excellent verbal and written communication and presentation skills Numerically literate Ability to turn creative ideas into effective projects | |
| Personal attributes | Ability to plan, prioritise and delegate workload to meet deadlines Self-motivated, flexible and adaptable Calm under pressure Team leader and player Articulate and confident communicator Customer focused Diplomatic approach and ability to exercise good judgement | |

BENEFITS

- Membership of a workplace pension scheme with up to 10% employer contributions
- 50% fee remission for eligible staff children
- Access to the School's swimming pool and fitness suite
- On-site parking and excellent public transport links
- Free lunch and refreshments
- Generous occupational sick pay
- A commitment to professional development
- A beautiful working environment – the School is set in a conservation site in excess of 20 acres.

APPLICATION DEADLINE

Closing date: 8.00am Monday 24th January 2022

THE SELECTION PROCESS

Shortlisted candidates will be invited to the school where they will be interviewed and assessed by the Assistant Business Director and other members of the Senior Leadership Team. They will also tour the School and meet the Admissions team.

The post is subject to various recruitment checks which will include:

- Enhanced DBS clearance
- A minimum of two references obtained prior to the selection day
- Proof of right to work in the UK
- If you have any queries about this position, please contact the School at recruitment@sthelens.london



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