

Admissions Events Coordinator

Job Description



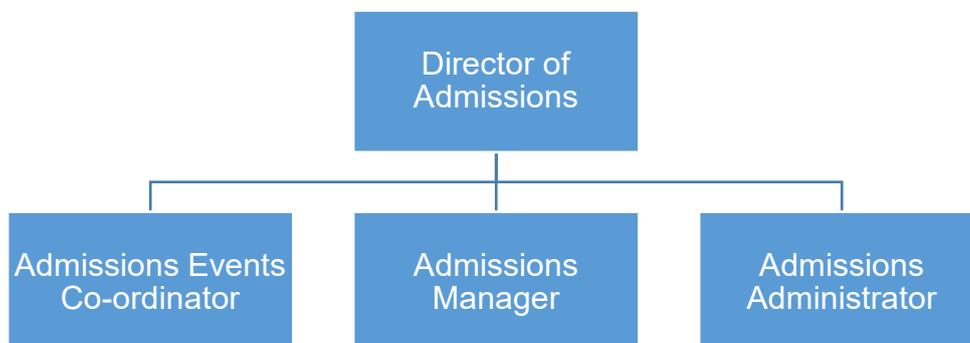
WYCOMBE
ABBEY

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- Aim:** To assist in the smooth running of the admissions process from enquiry throughout the assessment process and be responsible for organising and ensuring the smooth running of admissions events including open days, welcome mornings, private visits and tours, coffee mornings, assessment days, feeder school outreach events and senior school evenings.
- Salary:** Competitive, according to skills and experience
- Responsible to:** Director of Admissions
- Hours of work:** 37.5 hours per week, Monday to Friday, 52 weeks per year. Hours include a 1-hour unpaid lunch break. 9.00am to 5.30pm (or 8.30am to 5.00pm) Monday to Friday plus some evening and weekend work to support Admissions events
- Other benefits:** Lunch both term time and holidays
Use of the Davies Sports Centre
Fee remission for daughter/s attending the School (conditions apply)
Free parking available on site

CONTEXT

Wycombe Abbey is an world class school and therefore attracts significantly more enquiries than there are places. It is the role of the Admissions Department to manage this large volume of enquiries efficiently, but with warmth and skill to ensure that all prospective students and their families form a positive impression of the School whether or not their application is successful. The Admissions Department works closely with academic and pastoral colleagues to ensure that places are offered to those girls who will benefit most from a Wycombe Abbey education.

The Admissions Events Co-ordinator will work closely with the Director and support other colleagues in the team as required. The team structure is as follows:



CANDIDATE PROFILE

The ideal candidate will be an experienced administrator, who wishes to be involved in a professional and busy school community with proven experience of planning large and successful events. The role requires excellent organisational, communication and presentation skills, database experience, an ability to work accurately under pressure and to multi-task across all aspects of administration and event organisation. The successful candidate will have a keen understanding of excellent customer service, marketing and an ability to engage with all stakeholders throughout the School.

KEY RESPONSIBILITIES

Events

- Working with the Director of Admissions to take the lead on and attend all Admissions events, live and virtual, from conception to delivery including, but not exclusively, Open Mornings, Assessment Days, visits, tours and Coffee Mornings, Academic and Music Scholarship Assessments, Prep School Heads' lunches and dinners and feeder school Outreach events
- To liaise with colleagues and pupils to ensure relevant personnel attend events, briefing them in advance
- To liaise with the relevant Academic and Support staff to ensure all relevant bookings have been made and all Departments are fully briefed about any Admissions event being held at the School
- To prepare, write and produce any literature in connection with the event to be held (ie invitations, programmes, schedules)
- To co-ordinate and design any material necessary in connection with an event such as signage and maps etc.
- To support the preparation of reports and analysis of statistics post each event; reviewing and monitoring the success of each event
- To undertake appropriate follow-up, post an event to nurture new connections and build on existing relationships
- To represent Wycombe Abbey at both internal and external events, in and out of office hours as required (such as feeder schools' Senior Schools' Evenings), along with Admissions colleagues
- To assist with programme of engagement events for prospective pupils and parents
- To liaise with the Headmistress's Executive Assistant re diary management and briefing ahead of any event

Marketing

- To assist the Director of Admissions and work with the Communications Department regarding any admissions marketing material that may be required such as online marketing material, school directories and event programmes
- Working with the Communications Department, to manage the admissions section of the website in order to ensure it is accurate and up to date
- To assist the Director of Admissions with the preparation of presentations, speeches, slideshows and articles for publication
- To support the School's digital marketing to prospective parents and pupils

Assessment

- To assist the Department with the administration of the Assessment and Scholarship days for all points of entry to the School (11+, 13+ and Sixth Form)

Feeder Schools

- To develop an excellent working knowledge of Wycombe Abbey's feeder schools at 11+, 13+ and Sixth Form

Enquiry Management

- To support the Admissions team with initial enquiries by telephone, email or in person
- To build rapport with parents and prospective pupils from the first point of contact, learning as much as possible about the girl's strengths and interests in order to inform the later stages of the admissions process
- To assist the Admissions team in entering enquiries on to the admissions database, to manage records, to ensure that correspondence and documentation is correctly received, acknowledged and filed (electronically) and that the database is kept up-to-date
- Organise weekly prospective parent visits, including meeting with the Headmistress

PERSON SPECIFICATION

Interpersonal skills

An ability to build rapport and liaise persuasively with all stakeholders, both Academic and Support staff, parents, pupils and prospective families. A can-do, optimistic and driven outlook.

Communication

The ability to listen and engage with people in person, by email and on the phone with warmth and discretion. A clear and accurate speaking and writing style with a good command of English grammar. An understanding of marketing and how to target audiences. An appreciation of quality photographic imagery and design.

Customer-focused

A clear understanding of customer service with an enthusiastic, professional, helpful and friendly approach.

Organisation

Highly organised with an acute attention to detail. Ability to proof read.

Teamwork

The ability to work as part of a small team, taking initiative and sharing workload with colleagues as the situation demands. Clarity in thought and briefing so the team can best support the Admissions events.

Creativity

The ability to adapt to new situations and address problems from new perspectives. An ability to think creatively and the initiative to come up with new ideas.

Reliability and resilience

Attention to detail and budgets; accuracy; persistence in following through multiple projects over long periods and the willingness to persevere to achieve agreed goals. Experience of working to tight deadlines. Ability to manage workload and prioritise.

Engagement

An understanding of and belief in, the aims and ethos of independent education in general, and single-sex and boarding schools in particular.

Digital literacy

Competence in standard office software (word-processing, presentation and spreadsheet packages). A proven understanding of, and ability to interpret, databases (such as iSAMS) and their use in customer relationship management. Experience with InDesign and/or Mailchimp would be desirable.

Special conditions

Appointment is subject to an Enhanced Criminal Records check.

Child Protection Statement

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the School's Child Protection Policy Statement at all times. If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the school s/he must report any concerns to the School's Designated Lead for Safeguarding or to the Headmistress.

The School values of Trust, Encouragement, Mutual Respect, Dynamism, Excellence, Innovation, Service and Balance should be followed to enhance working relationships and to benefit the whole School community.

The duties and responsibilities contained within this job description may change from time to time according to the requirements of the role. This document is not intended to have a contractual effect.