



Role: Admissions and Alumni Officer
Line Manager: Marketing Manager
Type: Full time (8.30-4.30 Monday to Friday), all year round.

Job Description

Job Purpose

To ensure the smooth and efficient running of the process of the admissions cycle and recruitment of pupils at all stages from Pre-School to Sixth Form. To work with the Marketing Manager to develop and maintain a strong network of alumni.

Main Duties

Admissions

- Respond to admissions enquiries, by phone, online and in writing in a timely manner
- Record all admissions enquiries and application progress data
- Organise tours of the school with current pupils and schedule meetings with the Headmaster for prospective families
- Manage all admissions communications including registration forms, follow-up emails, reference requests, offer letters, parent contracts and joining information
- Manage bursary and scholarship assessments and applications
- Support the organisation, preparation and running of admissions events in conjunction with the Marketing Manager – for example: open days and taster days. (Weekend or evening attendance will be required in support of these.)
- Ensure accurate data sharing from other schools as appropriate
- Liaise with the School Office on transfer of admissions data for entry to the school register
- Provide timely and accurate reporting on key Admissions data to school leadership and governing body
- Manage entrance exam process and testing for admissions and providing accurate and timely data on these.
- Build and maintain relationships with prospective parents and pupils.
- Provide timely and accurate reporting on key Admissions data to Learning Support, School Nurse and Safeguarding Leads

Alumni

- Develop and maintain a database of alumni (Old Silcoatians)
- Organise and deliver high quality alumni events.
- Be the first point of contact for alumni; managing day-to-day communications via phone calls and emails and responding to written correspondence
- Gather content from Old Silcoatians to develop material for a variety of media: periodic news bulletins, online and hard copy newsletters, social media and website news articles

- Research and write accurate and compelling communications, from leaflets and newsletters to social and digital media
- Develop, publicise and maintain social media channels for Old Silcoatians. Monitor content
- Support the Marketing Manager in using alumni material in wider school marketing initiatives
- Assist any existing Old Silcoatians networks in managing and organising events on and off site – for example, year group reunions or Old Silcoatians meetings
- Keep in touch with as many Old Silcoatians as possible to ensure that they feel connected to the School and fully informed of all the latest news and developments at the school
- Promote Upper Sixth and pupils who have recently left to the existing network for work experience or career opportunities.
- Work with teaching colleagues in connecting alumni with existing pupils, for example for careers fairs.
- Build and maintain good relationships with the Old Silcoatian network

Person Specification

Personal Skills

Essential

- Excellent interpersonal skills and able to build relationships
- Enthusiastic, self-motivated and proactive
- Excellent writing skills with accurate spelling, grammar and punctuation
- Confident and articulate communicator
- Strong analytical ability and attention to detail
- Well organised and able to work on own initiative, prioritising workload as required
- Strong team player and accommodating attitude
- Strong work ethic and professional at all times
- Appreciate the need for confidentiality and discretion
- Prepared to work outside normal hours as required

Desirable

- Awareness of the demands and constraints of the Independent School sector

Qualifications

Essential

- Qualified to at least A-level with a good command of the English Language, with a good grade at GCSE English

Desirable

- Good degree in Marketing, English or PR related discipline, or can prove excellent career progression on current qualifications

Experience/ Knowledge and Technical Competencies

Essential

- IT proficient, particularly with Microsoft office-Word, Excel and Outlook
- Experience in managing a database and providing reports
- Accurate spelling and grammar and appreciation of its importance in a school environment
- Strong analytical ability and attention to detail
- Excellent telephone manner

Desirable

- Relevant experience within a marketing or stand-alone administrative role
- Experience of using social media in a creative and effective way
- Ability to offer ideas and improve practice

Other requirements

- Flexible approach to working hours.
- To take part in CPD and appraisal.
- To undertake such other appropriate duties as may be deemed necessary by the Headmaster.

Silcoates School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.