

JOB DESCRIPTION

Head of Admissions (Registrar)	
Salary band	Circa £42,000-£44,000 gross per annum
Reporting to	The Head of Admissions reports to the Director of Marketing and Admissions.
Working hours	<p>Full time working hours are from 08:30 to 17:00 Monday to Friday. Some degree of flexibility will be required to meet deadlines within the department.</p> <p>A number of Saturdays are to be expected.</p> <p>There is flexibility to offer the role as 0.8 FTE.</p>
Employment status	Permanent, full time employee
Key objectives	<p>The Head of Admissions is responsible for the management of admitting pupils into the School; overseeing the process from initial enquiry through application, assessment, interviews, offer and induction. During this process the Head of Admissions will provide information and answer questions that result in a bespoke service to prospective families.</p> <p>The Head of Admissions will be a committed and enthusiastic advocate of the school with a strong knowledge of all facets of school life and the benefits of an RHS education.</p> <p>The Head of Admissions will have responsibility for the day-to-day management of the Admissions team and will line manage the International Admissions Manager and UK Admissions Manager. They will be responsible for the operation of the office and ensuring an outstanding service from enquiry through to induction.</p> <p>Responsible for the leadership, management and operation of pupil recruitment.</p> <ul style="list-style-type: none"> - Assist and advise the Director of Marketing and Admissions and SLT on forecasts and projected pupil numbers, contributing to reports; - Support the SMT in the delivery of pupil numbers that align with the school's strategy; - Oversee the management of enquiries from prospective parents, students, feeder schools and agents in all stages of the admissions process, ensuring excellent processes are in place to ensure that parents enjoy a first-class experience of RHS - Maintain up-to-date records of retention and recruitment figures providing a record of changes of status; - Manage the admissions team (UK and International) and work collaboratively with the Director of Marketing and Admissions to achieve the recruitment targets; - Be an influential ambassador to the School representing the School at a variety of events both nationally and internationally; - Develop effective working relationships with key members of staff including the Headmaster, Finance Director (FD), SMT, Senior House Staff, marketing, teaching and operational teams; - Support the school's feeder school strategy through delivery of the feeder school plan.

<p>Responsibilities</p>	<p>Promote and safeguard the welfare of the children and young people with whom you come into contact.</p> <p>1. Admissions processes and administration</p> <ul style="list-style-type: none"> - To take the leading role in the admissions process and its evaluation; - To have knowledge of and adhere to the Code of Practice for Independent Schools. Adhere to admissions best practice and continually look at ways to improve provision - To use the School's CRM to maximise admissions and to ensure that the prospective data is up to date and accurate on the school's software (ISAMS/Hubspot); ensure records of change of status are maintained ensuring finance and relevant departments and staff are informed. - Support the Director of Marketing & Admissions in the successful implementation of a new CRM, Hubspot. Lead the delivery from an admissions perspective. - Lead a smooth and efficient visits and interview plan, ensuring they are tailored to each family's interests and needs. Ensure all families are met by a member of the admissions team to build relations and to gain valuable information to support conversion. - Create and lead an effective conversion plan to ensure all enquiries are moved through the sales funnel as efficiently and effectively as possible. Ensure a personal customer experience whenever possible, tailoring communications effectively. - Work closely with Marketing team and other relevant teams to ensure all recruitment documentation is updated in good time in print and on the website; these include, but are not limited to Parent Guide, Additional Information Booklet, Parent Contract, Welcome booklets, scholarship information, bursary information, application forms, open day & taster day forms - To liaise with the Deputy Head (Academic) regarding entrance assessments and scholarship days, pupils suitability and learning needs; ensure excellent organisation and communication of these key days with all stakeholders. Work with the Deputy Head (Pastoral) on House allocation and to ensure best use of boarding and day capacity throughout the School. Ensure seamless communication of House places available with UK and International Admissions Managers. - To liaise with the Heads of Year to provide feedback information to feeder schools or agents; - Work closely with the FD to ensure a smooth and efficient bursary process by providing relevant admissions data and liaising with families; - Manage the offering of places in line with the School's Admissions Policy and assist the Director of Admissions - Ensure the smooth transition from prospective pupil to current pupil status; including the communication of Entrance Assessment and Common Entrance results, communication via My School Portal, organising welcome and induction days and confirming pupil data; - Adhere to admissions best practice and continually look at ways to improve provision; - Build excellent relationships with a range of education consultants and boarding agents e.g. through hosting visits, travelling in the UK and overseas on occasion, providing high quality information for UK and overseas markets; - To ensure through working with the Admissions Manager (International) that: <ul style="list-style-type: none"> o the school's agency agreements and commission rates are competitive; o the Visa application process runs smoothly and the School is fully compliant UKVI and associated regulatory requirements.
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- Work with the Bursar to plan the daily bus transport network year on year according to demand;
- Liaise with the Headmaster's PA to maintain and review the Y11 Retention data
- Maintain retention records for all year groups.

2. International and UK Admissions Management

The Head of Admissions will be responsible for the line management and appraisal of the Admissions Managers (UK) and (International). The Head of Admissions will provide direction and support to:-

- Ensure effective day to day management of the admissions team, ensuring effective deployment of staff dependent on daily needs.
- Lead weekly meetings to prioritise action and support effective conversion of enquiries.
- Ensure the department are up to date with current trends, and organise an annual programme of training needs.
- Support and train the team in delivering an effective conversion strategy to move prospective families through the sales funnel as effectively as possible
- Manage holiday entitlements, ensuring coverage in admissions department at all times throughout the year during working hours. Plan a coordinated approach to ensure weekend events are fairly manned across the team, including a Saturday visit programme

3. Events

- To plan and deliver a superior programme of annual events that support customer needs, maximise attendance and fit with the school calendar.
- Together with other key members of staff plan and execute:
 - o Open Days both virtually and on site;
 - o Sixth Form Information events;
 - o Taster day programme;
 - o Welcome Days and Entrance Examinations;
 - o Other events as necessary
- Work closely with Deputy Head (Pastoral) and Senior Master on Induction Weekend;
- Together with Marketing Manager plan and attend effective recruitment events eg Dinghy Show, Suffolk Show ISS, senior schools' fairs, including
- Invite prospectives and attend, when appropriate, school events to aid recruitment eg music concerts, sports events and plays.
- Attend Senior School Fairs as required

4. Marketing and outreach

- As part of Feeder School plan establish and nurture productive relationships with Prep School Heads, feeder schools and all other stakeholders including outreach projects.
- Ensure RHS is attending all senior school fairs at targeted feeder schools. Work closely with the Director of Marketing and Admissions in ensuring the School is marketed appropriately for all matters relating to UK and International admissions;
- Maintain feeder school activity status and feedback key data gained through interactions to inform strategy. To contribute to the Feeder School Strategy and

	<p>assist staff to keep establish and nurture strong positive relationships with feeder and potential feeder schools;</p> <ul style="list-style-type: none"> - Provide input into the overall Recruitment strategy and plan
Benefits	<ul style="list-style-type: none"> • A matched contributory pension scheme • Subsidy of up to 66% of school fees for children of staff, subject to the normal admissions criteria (pro rata for part time staff) • Lunch provided during term times and when available during school holidays • Death in service scheme of 3 times basic salary • Employee Assistance Confidential Helpline • Cycle to work scheme • Staff social, sports and music clubs (additional costs may apply) • Use of school facilities, including a swimming pool, gym, tennis and squash courts, a golf course <p>Full details and terms and conditions available on request.</p>

Person Specification		
	Essential	Desirable
Education and qualifications	<ul style="list-style-type: none"> • Educated to degree level (or equivalent) in a relevant area or relevant experience in a similar role 	
Experience	<ul style="list-style-type: none"> • Experience of Customer Services and/or Sales • Proven track record of maintaining positive and productive relationships with a range of internal and external stakeholders • Demonstrable leadership qualities, with experience of managing staff • Experience of producing and evaluating data relating to key activities, and of preparing and presenting accurate and relevant management information • Experience of using a customer relationship management system to record and generate data 	<ul style="list-style-type: none"> • Experience of the Independent School Sector either as an employee or as a parent • Experience of working in School Admissions and experience of promoting, developing, overseeing, and managing the end-to-end Admissions process • Experience of using iSams and/or CRM systems.

Skills	<ul style="list-style-type: none"> • Excellent interpersonal skills and able to manage a small team • Ability to think long term whilst retaining attention to the detail • Highly developed skills in planning and managing processes, events and activities • Excellent IT skills including MS Excel, MS Word, and databases • An outstanding communicator, both written and verbal, excellent interpersonal skills. • Ability to prioritise tasks and work to deadlines • Ability to collaborate effectively with various departments and cross-functional teams. 	<ul style="list-style-type: none"> • Knowledge and use of SharePoint
Behaviours	<ul style="list-style-type: none"> • A commitment to the highest levels of customer service • Able to act proactively, using own initiative, within defined and acceptable parameters • A commitment to the aims and ethos of The Royal Hospital School 	
Additional Requirements	<ul style="list-style-type: none"> • Able to work flexibly in response to the needs of the role as some evening and weekend work is necessary. • Willingness to occasionally travel for events nationally and internationally. 	