

# Role Profile: Admissions Manager

## Purpose

The Admissions Manager will be responsible for growing the number of students at both Hendon Prep School and Salcombe Prep School. You will be responsible for delivering a professional, distinctive, customer focused 'surprising and delightful' experience from enquiry through to enrolment.

You will establish a passionate, persuasive 'sales' mindset throughout the school, working with the Senior Leadership Team, teaching staff and professional teams. Your excellent relationship building and communication skills will ensure that whole school understands their part in growing the school to be better than ever.

The role will be involved with all parts of the school, focusing on both activity to support prospective parents as well as involvement in retaining current families in the Hendon and Salcombe communities.

## Key Responsibilities

### Management of the admissions process:

- To act as a key brand ambassador for the school, understanding the local market, the value proposition of the school and by appreciating the needs of parents and pupils;
- To take responsibility for all aspects of the schools' admissions process nurturing enquirers, applicants and offer holders through to enrolment;
- To ensure the digital admissions experience is complemented by excellent follow up to provide a first-class service for prospective parents;
- To take the lead on admissions events including personal tours, open mornings and other similar recruitment events;
- To ensure Cognita's global minimum service standards for admissions are met or exceeded;
- To build relationships with feeder schools, estate agents, relocation agents, key partners, affiliates and influencers in the local community to drive enquiries as determined by the Marketing and Admissions strategy;
- To manage the regular reporting and forecasting of data to support monthly commercial analysis;
- In conjunction with the Head and the POD, set stretching annual enrolment targets;
- Regularly monitor feedback generated through various mediums (mystery shop, online chat, WhatsApp, Voice of the Parent admissions survey); and take action to improve the admissions service based on customer insight
- Work closely with the overseas recruitment team and ensure compliance on visas and immigration, regulatory inspections and reporting to the local authority
- Support school teams to ensure strategies are in place to support a positive flow of pupils at each transition point.

## People Management

- To manage the workload of the Event and Admin Coordinator supporting both Hendon and Salcombe.
- To lead the relationship with feeder schools or other external partners such as Estate Agents;
- To ensure that the department is always appropriately resourced;
- To maintain a close and effective working relationship with other key colleagues including the School Operations Manager and SLT, the teaching community and support staff, the POD team, SSC or SCP.

## Person Specification

	<b>Essential</b>
<b>Skills Capabilities Attributes</b>	<p>You will have:</p> <ul style="list-style-type: none"> <li>• The ability to operate with autonomy and authority, demonstrating gravitas and clarity</li> <li>• Excellent interpersonal and communication skills including the ability to deal with people on all levels with sensitivity, tact and diplomacy</li> <li>• The ability to show empathy to prospective parents and understand their personal circumstances</li> <li>• The ability to understand, manipulate and interrogate data to understand patterns, trends and gain commercial insight</li> <li>• Confident and comprehensive numeracy skills that enable clear and robust pupil forecasts</li> <li>• The ability to manage multiple stakeholders and work well within a team</li> <li>• First class organisational and administrative skills</li> <li>• The ability to remain calm under pressure and work to tight deadlines; systematic approach to tasks, with attention to detail</li> <li>• Confident and adept in use of Microsoft applications e.g. Word, Excel</li> <li>• Confident use of cloud based CRM systems</li> <li>• Good levels of accuracy and attention to detail</li> </ul>

	<b>Essential</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Demonstrated success in a related role</li> <li>• Prior experience of managing direct customer contact ideally in a customer facing, service-based role, or sales</li> <li>• Previous experience of working in a complex, busy, service-driven environment</li> <li>• Experience of customer database, customer relationship management tools and digital/online platforms</li> <li>• An understanding of the highly competitive independent school marketplace would be an advantage.</li> </ul>

## Diversity and Inclusion

We believe having a diverse workforce makes us better, smarter and happier and so welcome applicants from all backgrounds, genders, and races. We have an unwavering commitment to being fair and equitable in our recruitment process.

## Safeguarding Responsibilities

- To comply with safeguarding policies, procedures and code of conduct
- To demonstrate a personal commitment to safeguarding & student/colleague wellbeing
- To ensure that safeguarding concerns or incidents are reported appropriately in line with policy
- To engage in safeguarding training when required.

*Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.*

## Key Stakeholders:

- **Internal – UK Marketing Team/ SSC/Teaching Staff / SLT / Current Parents**
- **External – Prospective Parents/ Third Party Contractors**

**Signed:** ..... **Name (print):** .....

**Date:** .....