

**REDDAM HOUSE BERKSHIRE JOB DESCRIPTION**

**DIRECTOR OF ADMISSIONS**

This new key role will have responsibility for all aspects of student admissions, driving enrolment at Reddam House to ensure that the school further strengthens its position. The successful candidate will contribute to the strategic development of the school, working with the Principal and leadership team and liaising with potential parents, feeder schools and other stakeholders. He/she will have the ability to apply best marketing, customer relationship management and communication practice; of particular importance will be tailoring our message to target audiences within a highly competitive marketplace for both national and international students and parents.

Reporting to the Principal, the primary focus of this post will be:

* Maintenance and growth of admissions to agreed targets and in ratios set;
* To strengthen and develop relationships with feeder schools
* Protection and development of the School’s profile and reputation;
* Identify and strengthen the school’s relationships with key external audiences and stakeholders
* To work with the admissions department and Inspired group marketing team and within an agreed budget to develop, plan and create an overall schedule for delivering the key external facing objectives in relation to enrolment
* To co-ordinate internally as necessary ensuing the implementation of the Whole School Marketing strategy;
* To direct the external facing events, activities and recruitment initiatives across the school;
* To co-ordinate with the Principal and agree priorities and requirements in relation to representing the School to key external audiences;
* At agreed times and in approved areas, act as a spokesperson and representative of the School - specifically in the area of student recruitment;

This job description is not intended to be all embracing and the post holder shall be required to carry out any other duties as directed by their line manager, commensurate with training and experience.

The job holder’s responsibility for promoting and safeguarding the welfare of children and young person’s 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 Safeguarding Policy (including Child Protection Procedures) at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School’s Designated Safeguarding Lead so that a referral can be made accordingly to the relevant third party services.

Signed: ………………………………………………………… (Post Holder)

Name: …………………………………………………………

Date: ………………………………………………………....

Signed: ………………………………………………………… (Line Manager)

Name: ………………………………………………………….

Date: ……………………………………………………………



**REDDAM HOUSE BERKSHIRE DIRECTOR OF ADMISSIONS**

**PERSON SPECIFICATION**

**Key responsibilities**

**Admissions and marketing**

* To be responsible and accountable for Tier 4 Visa and Reddam House School’s UKVI trusted compliance status;
* Overall coordination of all admissions procedures including Open Days and Entrance Assessment Days;
* Develop UK and International student recruitment strategies;
* Constructively and critically review all stages of the student recruitment process;
* To review and optimise attendance at recruitment fairs in the UK and overseas;
* To oversee current and future use of agents and to continually develop relationships with new agents as appropriate.
* The overall coordination of external recruitment events including Open Mornings

**Recruitment and Retention**

* To recruit the desired number of Day students from age 3 months and boarders from 11 years;
* To develop and implement an internal marketing program to improve internal retention;
* To commission and analyse regular market research to inform marketing and admissions strategies to increase recruitment of students into the relevant year groups;
* To increase the number of overseas boarders and broaden the range of countries of origin.

**Key Attributes**

|  |  |  |
| --- | --- | --- |
| **Knowledge** | ***Essential*** | ***Desirable*** |
| In-depth understanding and appreciation of the principles and practices of marketing |  | X |
| Principles and practice of effective customer relationship management | X |  |
| Understanding of the principles and practices of admissions, fundraising and alumni relations | X |  |
| Working knowledge of databases | X |  |
| **Skills & abilities** | ***Essential*** | ***Desirable*** |
| Strategic planning and implementation at senior level | X |  |
| Change management | X |  |
| Excellent written and verbal skills | X |  |
| Tact and diplomacy, the ability to interact with people at all levels and build a rapport | X |  |
| Strong teambuilding skills | X |  |
| Strong aspiring leadership skills | X |  |
| Significant budget management | X |  |
| Confidence in IT and database skills | X |  |
| An appreciation of fundraising techniques and managing alumni relations |  | X |
| Persistence in following through multiple projects over a long period if necessary | X |  |
| International experience |  | X |
| Website management |  | X |
| Familiarity with social media platforms and their effective use of communications strategy. | X |  |
| **Experience** | ***Essential*** | ***Desirable*** |
| Successful management of diverse teams |  | X |
| Experience of school or university fundraising |  | X |
| Experience of marketing and admissions in an educational context |  | X |
| **Qualifications** | ***Essential*** | ***Desirable*** |
| Educated to degree level or equivalent | X |  |
| Recognised Marketing and or Admissions qualification(s) |  | X |
| **Personal circumstances** | ***Essential*** | ***Desirable*** |
| Current driving licence | X |  |
| Prepare to travel overseas | X |  |
| To attend a wide range of school events including open days as required | X |  |
| To play an active part in the life of the school community | X |  |
| To work out of hours as and when school functions occur | X |  |
| **Equality** | ***Essential*** | ***Desirable*** |
| Candidates must demonstrate understanding of acceptance and commitment of the principles underlying equal opportunities | X |  |
| To engage with and articulate Reddam House’s ethos | X |  |

*The School is 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.  Appointment is subject to an enhanced*[*Disclosure and Barring Service*](https://disclosure.capitarvs.co.uk/cheqs/rblogin.do)*(DBS) check for regulated activity and overseas checks.*