



BERKHAMSTED

— 1541 —

JOB DESCRIPTION

Admissions Manager

Hours of Work:

Full-time (8.30 – 5.00pm), all year round

Reporting to:

Assistant Vice Principal - External Relations

Key Relationships:

Heads of School, Head of Marketing and Communications

Purpose:

Manage the Admissions process on a day to day basis, working closely with Heads of Schools to maximise the number of enquiries, visits, registrations and joiners to the school.

Main Responsibilities include:

- Liaise with Heads of School on pupil recruitment / retention strategy.
- Manage the admissions process up to point of registration; building relationships between the school and prospective families.
- Obtain all relevant information to evaluate and prioritise each enquiry, obtaining comprehensive information about each contact in order that the admissions database (iSAMS) can be kept up-to-date throughout admissions process.
- Responsible for admissions office and overseeing the Assistant Admissions Manager and International Admissions Officer. Handling calls, emails, web enquiries on a daily basis.
- Overseeing the management of tours, ensuring all visits are followed up by email or telephone.
- Responsibility for Open Day arrangements, liaising with Heads of School and admissions staff to ensure that the marketing of the School through open day operates successfully.
- Liaising with the Marketing department to inform campaigns for required sections of applicant database.
- Liaison with Head of Marketing and Communications to ensure prospectus and association information is up to date and correct.
- Follow up and monitoring of enquiries/registrations/offers not pursued.
- Co-ordinating centralised admissions training.
- Input for Management Information Reports for Exec/SMT as and when required.
- **Scholarships** - Manage the Scholarship process, from initial enquiry to acceptance of award.

- **Offer Documentation** – maintain the correct wording on the offer documents, acceptance forms and terms and conditions.
- Provide support to Events Manager for Whole School events and external conferences.

International Admissions

- Overseeing International Admissions Officer dealing with applications from enquiry to acceptance.
- Liaison with overseas agencies in conjunction with Director of International Recruitment.
- Certificate of Sponsorship processing under Tier 4 guidelines, ensuring the paperwork is accurate and in date.

Person specification:

- Previous Admissions experience or a good understanding and appreciation of the principles and practices of Admissions' functions in schools
- Degree-level education; or equivalent experience in marketing/customer focused or education environment
- Excellent interpersonal skills and the ability to communicate confidently at all levels
- Excellent IT skills including experience of data management
- Previous line management experience.
- Team player, with a desire to produce work to a high standard.
- Strong attention to detail.
- Excellent time management and an ability to work under pressure and to deadline.
- Flexible and pro-active approach. Willing to attend school events outside normal school hours.