

Admissions Manager

Job Description

Job Title: Admissions Manager **Responsible**

to: Director of External Relations

Objectives of the post:

- To be a brand ambassador for The Queen's School, acting as the public face to those first encountering the School.
- To deliver the School's recruitment targets at all entry points.
- To be the main point of contact and to provide an outstanding and tailored admissions experience for prospective parents and pupils at the Lower School, Senior School and Sixth Form entry points.
- To organise and run events for prospective parents and new pupils.
- To develop effective relationships with key influencers in the recruitment process, including feeder schools.
- To build close relationships with colleagues across the School to promote the School and attract new pupils including sharing data and insights when appropriate.
- To work collaboratively with marketing colleagues to ensure a targeted and effective events programme which works towards the School's strategic objectives.

Key responsibilities:

Admissions Management

- Responsible for handling all incoming admissions related enquiries from prospective parents in a highly individualised way, reflecting the ethos of the School at all times.
- Schedule, organise and implement new parent visits and tours, brief staff on all prospective pupils prior to their visits.
- Ensure all admissions correspondence and communications are of the highest standard.
- Ensure that information given to parents is up-to-date, effective and relevant.
- Track, manage and analyse admissions/retention statistics for all stages of the admissions funnel.
- Report weekly, or as required, on pupil number forecasts and prospects.
- Liaise with all necessary school department regarding new and departing pupils, scholarship and bursary awards.
- Ensure CRM database is kept current and the information held is accurate.

Data entry and Records Management

- Maintain prospective parents' database and ensure accurate, timely and up-to-date information is kept for every stage of the admissions process to enable effective analysis and reporting
- Maintain up-to-date database for current parents and pupils.
- Ensure all records are maintained in line with current legislation and regulations.

Relationship Management

- Action prompt post-visit follow up to parents and build and maintain relationship
- Build effective relationships with feeder schools.

Events Management

1. Organise, administer and attend all admissions events and tours. For example:
 - a. Open Days
 - b. Activity Days
 - c. Taster Days
 - d. Induction Days
 - e. Assessment Days
 - f. New Parent events
 - g. Transition Days
 - h. Visiting school days
2. Assist in the administration and delivery of entrance examinations plus all supplementary examinations throughout the year.
3. Involve the Head Girl team in events and entrance examinations where possible.

Administration Support

1. Undertake any other duties, as and when required, to ensure the smooth running of the marketing and admissions of the School.

Marketing and Promotion

1. Represent the School at external events as a brand ambassador to raise the school's profile.
2. Work closely with the marketing colleagues to develop new ideas to work towards strategic marketing and admissions objectives.
3. Analyse and report on the success of each admissions event.
4. Work with colleagues to review and update the admissions information contained in the School website, prospectuses and other marketing collateral.
5. Build personalised virtual school tours ensuring relevant content is provided to provide a unique marketing and admissions experience for prospective families.

Marketing Research

1. Conduct on-going competitor analysis, keeping abreast of new developments and bringing key findings to the Marketing Manager on a regular basis.
2. Keep up-to-date with current marketing strategies of competitors in relation to admissions events.

Applicable contract terms and duties

The post holder may also be required to perform any other duties as may be reasonably required as far is relevant to the post holder's grade and level of responsibility, for which the post holder has the necessary experience and/or training.

These responsibilities may be subject to review from time to time and amended after discussion to reflect changing circumstances

