



## The Hampshire School

C H E L S E A

ALTE SPECTEMUS ~ AIM HIGH

**Job Title:** Admissions Registrar (08:00 – 17:00)

**Responsible to:** Head

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The Admissions Registrar will be responsible for managing the complete admissions cycle from start to finish for all points of entry from Nursery to Year 8, ensuring an efficient, warm and welcoming professional service for prospective parents, prospective pupils, feeder Schools and the wider public. This is a role with a high level of accountability with responsibility for ensuring that the School meets its objectives in terms of pupil recruitment.

### Key Responsibilities

- To deliver and develop pro-active support, ensure effective communication and information provision for all prospective families;
- Manage all incoming enquiries from prospective parents (by phone, letter and email) and schedule school visits with the Head and relevant teaching staff;
- Conduct pre-visit briefings for the Head in advance of each visit and agree any specific requirements and opportunities to maximise the prospective parent's experience of the school;
- Organise tours and visits for prospective parents with the Head, conduct some parent tours as directed by the Head;
- Co-ordinate prompt post-visit follow-up to parents, using key client relationship skills to progress each applicant to the next stage through to securing a deposit;
- Maintain the prospective parents' area of iSAMS and ensure accurate data-input for all stages of the admissions process;
- Conduct timely surveys and follow-up calls to prospective parents who did not choose the School to build a body of knowledge on alternative schools and areas for admissions improvement;
- Act as the first point of enquiry for education and relocation agents representing international pupils, administer the despatch of offers and the provision of CAS numbers, via the UK Border Agency (UKBA) website, as required to allow visa applications by potential overseas pupils to be made. Ensure that all prospective pupils' files contain a copy of their visa and passport on arrival in school.
- To plan and organise Open Mornings, School Tours/Visits and Taster Days/Play Dates ensuring they are appropriately advertised and organised, liaising with all relevant staff;
- Alert staff at morning briefing, and provide written and verbal updates to colleagues across the School, in regard to 'taster days', 'playdates' and start dates of new pupils;

- Register all prospective parents on a data base ensuring that they receive the relevant information pack in a timely manner;
- Liaise with the Office Manager and Head of Academic regarding placement of prospective pupils in classes and ability groupings;
- Ensure that year lists are accurate and up-to-date at the beginning of each academic term and throughout the year as change occurs;
- Oversee and manage the organisation of individual prospective pupil assessments, collective assessment days for Reception and scholarship assessments including the assessments, interviews and refreshments;
- Alert the Head and Head of Inclusion when a prospective pupil has an Educational Psychologist Report and may require reasonable adjustments on the day of assessment, interview and in relation to meeting the needs of the pupil on entry;
- Ensure that the UPN number has been obtained from the previous School, if available;
- Ensure that the prospective pupil files are maintained, held in the Admissions Registrar's office according to GDPR.

### **Measurement, Analysis and Forecasting**

- Manage the weekly forecasting of admissions figures in conjunction with the Head and Bellevue Marketing Department, ensuring that the pupil forecast is based upon the up-to-date admissions pipeline;
- Track, manage and analyse all elements of the admissions process including enquiries, visits, registrations, offers, deposits, starters and leavers on iSAMS and produce the weekly KPI report for the senior leadership team and Bellevue Head Office;
- Identify where the admissions pipeline lacks an appropriate number of enquiries to achieve the budget number and ensure that the Head and Bellevue Marketing Department are aware of the shortfall and can implement necessary actions.

### **Relationship Management**

- Working closely with the Head, take a leading role in managing the relationship with prospective parents;
- Develop relationships with local Nurseries, other schools and businesses within the catchment area to raise the profile of the school and support recruitment;
- Ensure that nurseries receive an annual letter detailing the admissions procedures for pupils transferring to The Hampshire School Chelsea for a Reception place including reference to assessment dates and deadlines for the offer letter and acceptance;
- Build and maintain relationships with relocation and education agents, and local nurseries and schools;
- Management of all PR based media relations relating to promotion of the school including proactive message placement through drafting of press releases and establishing positive relationships with representatives from local media channels to enhance the reputation of each school;
- Provide a welcoming and efficient point of contact between prospective parents and the School concerning all aspects of the Admissions process;

- Manage communications with prospective parents as part of the admissions process;
- Act as the central point of contact for admissions for Bellevue Head Office.

### **Strategic Marketing**

- Identify (school and non-school based) feeder relationships within the local community and establish close working partnerships to generate new enquiries;
- Develop a marketing strategy to support the school, identify new markets from which to recruit pupils;
- Identify relevant community based initiatives in which the school can play a relevant part, to support awareness / positive brand perception etc.;
- Work in consultation with the Head and Bellevue Marketing Department to implement the marketing and promotional activity for the school (including local advertising and relations with the press);
- Manage the promotion of admissions events (Open Days and Assessments) and help with the organisation in conjunction with the Head and other staff;
- Develop and maintain the content for School's communication vehicles e.g. the website (keep it up-to-date with recent news items for prospective parents on a current basis);
- Develop, in consultation with Bellevue Marketing department, communication channels including use of 'Social Media' to promote recruitment and retention;
- Develop and manage production of any marketing collateral for prospective pupils in consultation with the Head and Bellevue Marketing Department including prospectus and direct marketing activities;
- Play a key role in the promotion and analysis of parent feedback, thereby making a significant contribution to the quality of the parent and pupil experience.

### **General**

- Working in conjunction with other members of the Administrative team and assisting, when required, with other aspects of the administrative support function, covering Reception when required;
- To manage the daily email and telephone enquiries about the School and admissions in particular and respond in a timely manner;
- To cover receptionist's breaks and/or periods of absence;

### **Safeguarding Children**

In accordance with the school's commitment to adhere to the Department for Education's latest version of Keeping Children Safe in Education (KCSIE) and all other relevant guidance and legislation in respect of safeguarding children, the Admissions Registrar will be required to demonstrate your commitment to promoting and safeguarding the welfare of children and young people in the school.

## **Confidentiality**

During the course of employment the Admissions Registrar will have access to information of a confidential nature. Under no circumstances may this information be divulged or passed on to any unauthorised person or organisation.

## **Generic Accountabilities**

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. The duties outlined above are not intended as a restrictive list and may be extended or altered to include other tasks that are commensurate with the role as directed by the Head.

## **Qualifications**

Degree-level or equivalent and/or relevant experience

## **Experience and Skills**

- Experience in working in an advisory capacity preferably within education
- Excellent written and verbal communication skills
- Ability to liaise effectively with a wide range of families and outside agencies as well as internal staff at all levels
- Excellent interpersonal and team working skills
- Ability to initiate work and to work unsupervised
- Excellent administrative and organisational skills including the ability to prioritise own workload
- IT literate

## **Attributes**

- Commitment to the provision of a quality service to pupils and a high level of customer care
- A sensitive and responsive approach to pupil and parent needs
- Good cultural awareness
- Pro-active, forward thinking and possess and exercise sound judgement