

## Head of Admissions Job Description

### Core Purpose:

Reporting to the Director of Operations, the Head of Admissions will be responsible for overseeing the whole-school admissions and enrollment processes to ensure a well-administered and smooth admissions process is in place for all academic levels from inquiry to enrollment. The post holder will be an experienced admission professional and a creative leader in student admission and retention whilst developing and leading inclusive outreach efforts to draw diverse families to the school and to enhance the reputation of International School Basel (ISB) at all times. The Head of Admissions line manages and is supported by an Admissions Coordinator.

### ISB Philosophy and Objectives:

It is expected that all ISB employees will become familiar with the school mission, working to promote these in all aspects of their role

***“We all want to learn more;  
We all do it in different ways;  
We all have fun learning;  
We all help.”***

### Line Manager:

Director of Operations

### Responsibilities

#### Student Recruitment

- Represent ISB and serve as the face of the school to prospective families interested in enrolling their child at ISB and any other stakeholder involved in the admissions process (i.e. relocation agents, corporate HR representatives, representatives of previous schools of the applicant);
- Develop and implement an overall admissions strategy for increasing inquiries and applications, including working with the divisional leadership teams to continually assess the strengths and best-selling points of each divisional programme;
- Collaborate with divisional and department heads to represent ISB at important events including off-site recruitment fairs, parent coffees, exhibitions and school visits;
- Lead important recruitment related events including Open House events, relocation agent events, corporate HR events;
- Meet with various stakeholders including relocations agents and corporate HR representatives to introduce them to the ISB;
- Regularly conduct admissions visits, providing comprehensive and welcoming customer service experience to prospective families. This will include, but not be limited to:
  - physical and virtual tours of the various ISB campuses
  - explaining the benefits of an ISB education and reassuring families about the school’s offering
  - in-depth explanation of academic and operational procedures
  - answering questions.

## **Student Admissions**

- Administer an admissions process with prospective families to move them from inquiry to enrollment. This includes:
  - Conducting phone, video and personal interviews and admissions visits with prospective parents and students to provide orientation to ISB and its programs
  - Inspire the community to actively participate in admissions events including: individual and group campus tours and visits; student trial days; curricular information sessions; student observations, testing and interviews; parent to parent connections; and individual family conversations;
  - Coordinate with the Head of Student Support Services to ensure that all potential learning needs are assessed and evaluated prior to enrollment, including: English as an Additional Language (EAL); Learning Support; Intensive needs; and/or Behaviour Needs (ISB is an inclusive school, catering for a very wide range of student needs)
  - Explain ISB's academic and operational procedures
- Ensuring that all application documentation is completed prior to admissions and coordinate with the internal departments to ensure a timely decision by ISB about acceptance is made;
- Coordinate any applicable admission testing throughout the year;
- Maintain a detailed list of available students spaces (including EAL and Learning Support), to pre-determine the needs for the establishing of wait-lists, if required and managing the communication with families regarding wait-lists;
- Coordinate the admissions review processes, working with divisional Principals and the Director to confirm final admissions decisions;
- Coordinate systematic and efficient handling of applications and communications (including the communication of admissions decisions) with parents of prospective students in a way that honors the student and their family and is honest, caring, and diplomatic.

## **Student Enrollment**

- Follow up with all admissions offers in order to convert these to formal enrollments;
- Develop, administer and support effective orientation programs for newly enrolled students and their parents;
- Lead in important enrollment related campus events including the New Family Welcome event, and the New Student Orientation Days;
- Work with internal stakeholders, including our parent led Welcome Committee, to ensure the smooth transition of students and their families into ISB;
- Communicate with all divisional teams to ensure they are aware of all newly enrolled students, following-up to ensure efficient enrollment of students, including: student placement and course selections; additional support needs and tuition payments.

## **Student Retention and Withdrawal**

- Oversee and administer the annual Online Re-Enrollment process, including the communication to parents;
- Following up with any leaving families to identify reasons for leaving ISB, and sharing relevant data with the ISB School Leadership Team, if relevant;
- Liaise with the Business Offices, Principals, Nurses and IT regarding any student withdrawals.

## **Administration:**

- Administer and review admissions procedures and policies;
- Review and monitor the admissions website link;
- Oversee the Admissions Department's budget and spending, meeting budgetary constraints and relevant timelines;

- Support the planning and execution of Admissions events, promotions and oversee the communication initiatives of the Admissions Department;
- Oversee and liaise with the Communications and Marketing Department in the development of admissions materials, events and marketing practices;
- Maintain all admissions related records in Veracross (our Student Information Management System);
- Assist with specific projects as needed and as assigned.

**Leadership and Management:**

- Provide line management and support the Admissions Team;
- Mentor, coach and appraise the Admissions Team;
- Advise and advocate on professional development needs for Admissions Team members;
- Delegate, monitor and evaluate tasks and coordinate work assignments in order to ensure smooth running of Admissions Department;
- Assist with recruitment of Admissions Team members.

**Carry out additional activities, as requested, in line with the general expectations of this job description.**

**Professional Qualities and Qualifications:**

- Ideally, due to work permit restrictions, the candidate will possess a Swiss or EU passport, or will already be a resident in Switzerland;
- We are seeking to hire a seasoned admissions professional - previous experience in an international school setting is strongly preferred;
- The Head of Admissions should be a team player who has a warm collaborative nature, positive energy, sense of humor, possess superior organisational and prioritisation skills and is self-motivated in the completion of his/her work;
- Exceptional communication and interpersonal skills including outstanding writing and public speaking skills and the ability to interact comfortably with a variety of people;
- This person will have a genuine empathy for prospective families and an awareness of the needs and sensitivities of parents, students, faculty, staff and administrators and ultimately be able to manage expectations of prospective families in a manner that is honest, caring, and diplomatic;
- Proven experience as strategic thinker, planner, implementer and facilitator;
- Excellent written and verbal English skills (mother-tongue standard); additional German language skills are advantageous;
- Advanced IT competence and highly proficient skills in utilizing office software and document management;
- A strong work ethic and the ability to work with tact and discretion and to maintain highest level of confidentiality;
- Ability to prioritise, meet deadlines and follow-through with projects;
- Ability to understand, adapt and empathise with social and cultural diversity.

*Updated: March 2021*