



Director of Admissions for the Dean Close Foundation and Head of Admissions for Dean Close School

Job Descriptions:

BACKGROUND TO THE ROLES

Dean Close Senior School is part of the Dean Close Foundation, which comprises four schools and five nurseries in and around Cheltenham and Chepstow. Each school in the Foundation has its own Admissions office, and each Head of Admissions is answerable to the Head of the particular school in which they work. One of these Heads of Admissions will also be the Director of Admissions for the Foundation itself, with responsibility to oversee admissions across the Foundation and advise the Warden and Bursar on current and anticipated numbers across all the schools, with an emphasis on smooth and reliable transition from each school to the next. This role should be regarded as an additional responsibility, rather than a different job altogether, as the post holder will continue to spend the majority of his/her time on admissions matters in his/her own school.

It is therefore possible for candidates to be considered for the Head of Admissions role (Dean Close Senior School) only, or also for the Director of Admissions (Dean Close Foundation) in addition to this. Candidates should indicate in their application whether they wish to be considered for one role or both.

Director of Admissions

Admissions strategy for the Dean Close Foundation is owned and driven by the Warden and the Foundation Leadership Team. It is at this level that the Admissions strategy for the Foundation is developed and agreed. The Director of Admissions will be responsible for developing the Admissions strategy under the leadership of the Warden, as part of the Foundation Leadership Team, and then for ensuring that the aims are delivered. The strategy will cover the following elements:

- Determining the optimal number and mix of pupils in each of the Foundation schools
- Planning the pupil flow and transitions between Schools in the Foundation
- Ensuring that recruitment offers are 'connected' (e.g. family/sibling arrangements which transcend Schools in the Foundation)
- Identifying target markets for each entry point and working with the Director of Marketing to address these target markets

- Targeting Admissions work on key Prep Schools and other feeder schools across the Foundation
- Ensuring that all of the staff who work in Admissions across the Foundation work together as a team on behalf of the Foundation, rather than in silos on behalf of their individual School

Core duties and responsibilities

- Organising half-termly meetings of the Heads of Admissions across the Foundation to assess progress towards targets and address matters of mutual concern and interest.
- Taking a lead on Admissions and Marketing projects as they arise across the Foundation
- Fostering a spirit of teamwork in the Admissions team across the Foundation
- Developing a strong relationship with the Director of Marketing to ensure Admissions and Marketing strategies are closely aligned across the Foundation

The Director of Admissions reports to the Warden on matters relating to these strategic aims. The Director of Admissions will be a member of the Foundation Leadership team.

The role comes attracts an additional salary allowance of up to £5000

Head of Admissions, Dean Close School

The objective of the role is to ensure that DCS successfully recruits to its full capacity with the right mix and quality of pupils across all year groups (as identified in the agreed targets set out in the strategic plan). In order to achieve this the Head of Admissions will need to work collaboratively with other admissions staff across the Foundation, ensuring that resources are allocated efficiently in a focused manner.

CORE DUTIES AND RESPONSIBILITIES

The role will be responsible for:

Planning

- Liaising closely with Dean Close Prep School and Dean Close St John's and all other feeder schools to ensure a smooth transfer of pupils into DCS in Year 9
- Organising the various scholarship and entrance programmes across year groups
- Advising on the deployment of the Headmaster's time in relation to pupil entry and recruitment
- Working with the Director of Marketing to monitor boarding, weekly boarding and day markets and to develop the marketing strategy for each different constituency
- Exploring new markets
- Involvement with ongoing market research

Recruiting

- Arranging visits and tours for parents of prospective pupils to look around the School
- Organising and attending Open Days, in collaboration with the Heads of Admissions of the other Foundation schools
- Arranging and attending link visits with Prep schools and feeder schools including dinners, events, lectures, tours, sport/refereeing, music, drama and competition adjudications, involving members of Common Room where appropriate

- Organising and attending recruitment events (including agents) both in the UK and overseas, working alongside the Director of Marketing and the other Heads of Admissions in the Foundation
- Overseeing taster days for prospective pupils (both day and boarding)

Relationship Building

- Building relationships with agents in the UK and abroad
- Attending trade fairs and events in the UK and abroad
- Managing the budget for such events, and regularly evaluating their cost-effectiveness against the admissions strategy targets
- Providing advice to parents on the scholarship and bursary process
- Overseeing the flow of information to prep schools about DCS and former pupils at DCS
- Line management of the Registrar and the Admissions Co-ordinator
- Contributing to Admissions and Marketing projects as they arise across the Foundation
- Fostering a spirit of teamwork in the Admissions team across the Foundation
- In conjunction with the Directors of Studies, providing advice to parents and pupils, at the time of recruitment, on subject choices, curriculum challenges, co-curricular opportunities and 'life at Dean Close'
- Alongside the Deputy Head (Pastoral) and Houseparents, developing a full working knowledge of each house and overseeing allocation to houses
- Developing a strong relationship with the Director of Marketing to ensure Admissions and Marketing strategies are closely aligned both at Foundation and senior school level.

Reporting, Data Management and Communication

- Monitoring and predicting pupil numbers for budgeting purposes
- Ensuring data is gathered, recorded and updated appropriately for all prospective pupils, and monitoring the quality of such data
- Overseeing the management of the Tier 4 student visa system, and ensuring the Foundation retains its Highly Trusted Status as a sponsor
- Presenting Admissions information to the Warden, Headmaster and other stakeholders on a regular basis
- Keeping DCS Common Room, Directors of Studies, Houseparents, SLT, Learning Support, English Language Training and Marketing informed on a regular basis about the Admissions progress
- Promotion of a 'marketing mindset' among Common Room

EXPERIENCE AND CAPABILITIES

Candidates should be able to

- deploy a range of leadership styles in different situations in order to create and secure commitment
- motivate and inspire their team
- set high standards and be able to deliver against deadlines and targets
- deal sensitively with ambiguity and resolve conflicts
- communicate effectively orally and in writing to a range of audiences
- chair meetings effectively

- prioritise, plan and organise a busy workload
- analyse and evaluate Admissions data, market information and competitor activity
- apply good practice from other schools, sectors and organisations and take time to visit appropriate institutions in order to gather and develop new ideas
- initiate and manage change / improvement projects in line with the school's development plan
- take responsibility for their own professional development
- seek advice and support when necessary
- have excellent IT skills

SALARY AND CONDITIONS

The standard working week for this role will be Monday to Friday 8:30am to 5:30pm and Saturday 8:30am to 12pm when the school is in session. Flexibility of working hours is essential as this is a key role in a busy boarding school; there will be evening events and very occasional Sunday commitments.

The Head of Admissions will work term time plus 6 weeks during the school holidays, and will be expected to take annual leave during the school holidays, while maintaining an oversight of the admissions office and its activity throughout the year.

Breakfast and Lunch is provided in the school dining hall during term time, and employees have the use of school facilities such as the gym when not in use by pupils. The Head of Admissions is a member of Common Room and as such is invited to join activities such as Common Room drinks, yoga, Choral Society and hockey as well as being invited to staff welfare meetings.

The Head of Admissions will report directly to the Headmaster of Dean Close School on matters pertaining to the admissions process. The Head of Admissions will be a member of the Senior Management Team.

The role attracts a salary in the range of £38,000 to £45,000 depending on experience.

Dean Close School is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.