



STONAR

## **JOB DESCRIPTION**

### **Admissions Manager**

**Full time, office based, with 25 days' holidays (plus Bank Holidays)**

#### **THE ROLE**

Job Title:	Admissions Manager
Reporting To:	Director of Admissions & Marketing

#### **Main Purpose of the Post**

The Admissions Manager will work in a warm, professional and confident manner with prospective families to deliver an exceptional admissions experience, resulting in high conversion rates. The successful candidate will be responsible for managing successful pupil entry to the School, through excellent customer service and communication skills when dealing with enquiries at all stages of the admissions process.

Thriving in a fast-paced environment, you'll possess exceptional organisational skills and meticulous record-keeping to ensure smooth admissions processing. High computer literacy and administrative expertise are essential to utilise our admissions software and manage all application details efficiently.

#### **Key Responsibilities**

- To create a positive first impression of the School as the primary point of contact for enquiries relating to admissions from both domestic and international pupils, ensuring a consistently prompt response time
- Provide excellent customer service via email, telephone, and face to face communications with prospective parents, agents, pupils and feeder schools
- Ensure prospective parents receive a personalised experience throughout the admissions process, delivered in a professional, helpful and enthusiastic manner
- Conduct individual prospective parent and pupil tours of the School site, engaging confidently with the Stonar community to authentically showcase the School
- Ensure that all enquiries and visits have timely follow up communication and are recorded accurately on the School CRM system and school database
- To attend and represent the School at admissions events and fairs both in the UK and overseas, including recruitment events, open days, exhibitions, scholarship assessments, entrance exams and induction days to ensure these provide an excellent showcase for the School and a good experience for all attendees.

- Work with the Director of Admissions & Marketing to analyse admissions data and identify trends to develop targeted recruitment strategies that attract the ideal pupil body and meet enrolment goals
- Develop positive working relationships with teaching and non-teaching colleagues who support the admissions process
- Keep up to date on all matters, including whole school information, which relate to admissions, as well as sector trends and news
- Work closely with the Marketing staff to ensure both the website and printed materials are kept up to date with admissions related information
- Ensure prospective pupil files, offer letters and joining documents and associated communication are complete, accurate and current
- To act as a positive ambassador for the School at all times
- Undertake any other tasks and responsibilities reasonably requested by the Director of Admissions & Marketing

### **Review and Amendment**

This job description should be seen as enabling rather than restrictive and will be subject to regular review.

## **PERSON SPECIFICATION**

### **Experience and Skills**

- A dynamic and organised individual with a proven track record in admissions or a related field
- An excellent communicator with a warm, professional, and confident demeanour
- Highly skilled in building rapport and fostering positive relationships with prospective families
- Adept at managing multiple priorities and exceeding targets in a busy and demanding environment
- A master of organisation with impeccable attention to detail and record-keeping skills.
- Proficient in using admissions software and other relevant technology
- Outstanding communication skills, both verbal and written
- The ability to work with tact and integrity, exercising discretion and empathy to maintain confidentiality in the handling of sensitive and confidential information
- Demonstrate a strong sales focus, while ensuring a consistent and policy compliant approach to the admissions process is undertaken for all applicants
- Ability to work as part of a team, as well as unsupervised and complete tasks to tight deadlines
- Understanding of databases an advantage to support maintenance of HubSpot CRM system and the School's Management Information System
- Experience in an educational setting an advantage, but not essential
- Willingness to be flexible and the ability to travel both in the UK and overseas when required, including some evenings and weekends

## **Qualifications**

- A degree or equivalent knowledge or experience
- Literature and numerate (GCSE or equivalent grades A-C English & Maths)

## **Terms of Employment**

- Full time, year round. Some flexibility will be required to allow for attendance at special events including Open Mornings outside those hours at evenings and weekends
- Holiday: 25 days' holiday plus Bank Holidays. Holidays are to be taken during school holidays
- Office hours: Normal office hours are between Monday to Friday, 08:30 to 17:00 with a one-hour unpaid lunch break.
- Lunch is available when the school kitchen is open (no financial compensation is made during school or kitchen closure i.e. Covid 19 lockdown)
- 10 days sick leave

*The duties and responsibilities shown above are not intended to be exhaustive and staff will be expected to be flexible and to take on new responsibilities and tasks as necessary to meet the changing needs of the School.*