

Admissions Manager

Job Description

Department: Admissions

Direct Reporting Line: Head of Admissions – UK Curriculum Schools

Job Purpose:

- The main goal for this post is to drive enrolments, to achieve or exceed the opening admissions target and to ensure that a high level of customer service is provided to all prospective families.
- The Admissions Manager is primarily responsible for recruiting and managing his/her team & ensuring they all meet prospective families and enroll students into the school. Post enrolment, ensuring that the registration process with the regulators is complied with and that all student files are complete.

Key Relationships (Internal and External):

- Principal, Existing and Prospective Parents, School Admissions Team, Central Office, External Agencies and Regulatory Bodies
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Key Accountabilities:

- To drive enrolments and achieve the set target for 2025/26 academic year.
- Provide the Principal, CO and SLT with regular updates on Admissions Data
- To work closely with the Marketing Executive to determine and implement a PR and Marketing strategy for the school geared towards recruiting new students
- To report school enrolment figures including the 4 pillars of Admissions; Enrolment, Leavers, Assessments and tours, weekly to the SLT in school and Central Office
- To complete a monthly report to summarise the successes and changes in the Admissions department for the in-school SLT & Central Office.
- Manage the application approvals process with the Principal, Heads of School and the SEN team
- To liaise with the Accounts Department on issuing of invoices for new students and to ensure that all data is current on the Netsuite & CRM system
- Provide a high-quality customer care for all enquiries to the school for admissions
- Develop and conduct school tours for prospective families if and when required
- Meet parents who are interested in enrolling their children into the school
- Manage and conduct assessments including those from overseas in liaison with relevant Heads of School, EAL and SEN staff
- Oversee the registration of students on KHDA/ADEK school system
- Maintain and secure all student files (paper and electronic)
- Ensure the efficiency of the admissions process throughout the year
- Collate and present monthly reports for SLT and Central Office (CO)

- Efficiently manage all prospective parents' enquiries related to admitting pupils to the school
 - Manage all placement tests or interviews for new entrants to school and collate results
 - Arrange the placement of pupils in classes with the approval of Heads of Sections
 - Manage the initial induction of new families and pupils
 - Oversee all registration procedures
 - Oversee database development and management
 - Manage wait lists and ensure the school's admissions policy is transparent and adhered to
 - Benchmark the school's admissions procedures against leading competitors
 - Review admissions policies and procedures (including data collection) with the Principal
 - Advise staff of any additional information relating to new and departing pupils
 - Liaise with the Registrar regarding Ministry of Education, KHDA and/or ADEK requirements.
 - Ensure the availability of testing materials e.g., online CATS purchase
 - Ensure withdrawal forms are completed for departing pupils and actively pursue retention where possible
 - Ensure the managing and compliance of the Admission Department
 - Ensure the maintenance of all student files
 - Ensure all new families receive the correct induction into the school
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Person Specification:

Education: Bachelor's degree in relevant field

Experience: Previous experience in Admissions is preferred but not essential, otherwise 3+ years of sales, marketing or customer service experience in a related service delivery industry

Competencies:

- Be well organized with excellent customer service skills. A sound knowledge of the school and the curriculum on offer is an asset
- Exhibit exemplary written/ spoken English
- Demonstrate competence in computer technical skills using Word, Excel, Publisher, PowerPoint and other related programs/ software for educational and business office use
- Hold excellent organizational and interpersonal skills to aid in daily contact with a diverse population
- Have the ability to manage and encourage staff under direct supervision to operate as members of an effective team
- Demonstrate skills in forward thinking and being able to anticipate and prioritize work including managing their own time.
- Have the ability to multi-task and the ability to work creatively, independently and under pressure

Attributes:

- Collaborative team player and empathetic listener
 - Integrity, strategic thinker, able to convert vision into action
 - Internationally minded, emotional intelligence, intercultural awareness, creative, persuasive, flexible and capable of managing growth and instilling high standards
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Acceptance and Approvals

Confirmed by Employee:

Signed:

Date:

Reviewed by Line Manager:

Signed:

Date: