



North Bridge House School

JOB DESCRIPTION

Job title:	Head of Admissions NBH Group
Reporting to:	Direct report: Director of Business Operations Dotted Line report: UK Marketing & Admissions Manager
Department:	Admissions
Working hours:	Full time, Monday – Friday 08:00 to 17:00. Some occasional evening and weekend working required
Checks:	Enhanced DBS, Overseas Checks and Employer References

The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Child Protection Officer/Designated Safeguarding Lead or to the Head or indeed to the Regional CEO so that a referral can be made accordingly to the relevant third party services.

The School is committed to safeguarding and promoting the welfare of its pupils and expects all staff to share this commitment. The successful applicant will be subject to an Enhanced DBS check.

Working With Us

North Bridge House is part of Cognita Schools Limited. Achieving more than you believed possible – that's what constitutes a quality education. At Cognita it is what we strive for in our schools. We want it for our children, and we want it for the people who work for us. Since Cognita's launch in 2004, we've built an international network of 68 schools that serve some 30,000 pupils across seven countries in the UK, Europe, Latin America and South-East Asia. Cognita's international network of schools and regional offices, combined with our ongoing investment in the professional development of our people, means we can offer first-class career opportunities with a global dimension. If you want to take your career further, we want to support you in achieving that goal within Cognita.

Job Summary

The purpose of the role is to oversee the programme of admissions of new students to the NBH group of schools, to maximise quality enrolments and deliver an outstanding customer experience for parents and pupils. To act as a key brand ambassador for NBH, understanding the local market, the schools' value proposition, appreciating the needs of parents and students and in doing so, managing a team and a programme that effectively sells the schools and converts admissions prospects into strong advocates for NBH

Key Responsibilities:

Admissions Programme Management

- Take ownership of all aspects of the admissions process directly under the control of the role ensuring the 'Cognita Best Practice Experience'. In addition, feedback and champion any required changes / improvements through line management to any aspect of the process not under direct control such as tidiness of the reception area etc.
- Set and monitor KPIs for admissions management for each campus, including enrolment targets, pipeline conversion targets and customer experience quality measures
- Evaluate continually and redesign where appropriate all aspects of the admissions process as well as supporting the marketing programme with the goal of maintaining a capacity enrolment of qualified students and a wait-list of qualified applicants for each campus and each grade
- Oversee the admission office, creation of the admissions related budget and (with marketing manager) development of appropriate admissions related marketing materials, mailings and publications
- Oversee the admissions programmes and customer experience delivered at each NBH campus, ensuring that Admissions Officers and school faculty are adhering to defined processes and procedures to deliver a first class service for prospective families
- Own the digital admissions experience, ensuring that the relevant areas of the NBH website and associated digital communications reflect a first class customer experience
- Manage the annual programme of school open days, working closely with each Head and SLT to design a first class customer experience for every event which builds on established best practice
- Build relationships with key partners, affiliates and influencers in the communities locally to support enrolments across the group of schools
- Organize and administer, with the head of each school and the Director of Business Operations, the programme for scholarships and financial aid
- Support credit control in the collation of contract and parent based documentation to enable collection of monies owed.

Monitoring and Forecasting

- Regularly monitor and report on admissions KPIs and pupil forecasts, taking action to address projected gaps in enrolment by working in partnership with the marketing manager and the Head on intervention strategies / tactics
- Regularly monitor the feedback generated through the *Voice of the Parent* admissions survey; responding to individual parent feedback where required and taking action to improve the admissions service based on customer insights

People Management

- Lead, motivate and manage the Admissions team to deliver first class customer service to internal and external customers.
- Jointly with Heads, recruit and line manage the admissions team to ensure that the department is appropriately resourced at all times
- Jointly with heads, set annual, monthly and weekly targets for admissions personnel, monitor performance and take appropriate action where performance fall below expected levels
- Devise appropriate training for admissions personnel to enable the team to function at the highest possible level in all areas of responsibility and ensure they are fully engaged in the life of the School.

Person Specification

Education and Skills:

- Excellent interpersonal and communications skills including the ability to relate well to people on all levels with sensitivity, tact and diplomacy
- First class organisational and administrative skills, with the ability to remain calm under pressure and work to tight deadlines; systematic in approach to tasks, with attention to detail
- Evidence of a pro-active approach to planning and prioritising work, with the ability to use initiative appropriately
- Able to maintain a high work rate and to juggle a range of tasks and competing priorities
- Excellent ICT skills e.g. confident and adept in use of Microsoft applications e.g. Word, Excel and database input
- Excellent command of written and spoken English
- High levels of accuracy and attention to detail with own tasks and in overseeing the work of others
- Excellent telephone manner and ability to deal with callers and visitors in a calm and courteous way
- High level of numeracy and the ability to understand, manipulate and interrogate data to understand patterns, trends and gain commercial insight
- Educated to at least A Level standard or equivalent

Training and Experience:

- Prior experience of managing direct customer contact ideally gained in a customer service role
- Previous experience of working in a complex, busy, service-driven environment
- Experience in use of customer database, customer relationship management tools and digital / online platform
- An understanding of the highly competitive North London Schools market place would be an advantage

Attitude/ Approach:

- Commitment to personal development and life-long learning
- The ability to work unsupervised and to prioritise work during peaks of commitment
- The ability to work as part of a team and to assist others where required
- Understanding of the importance of confidentiality

Competencies for the Role:**Role Specific**

- Knowledge of office management processes
- Knowledge of independent schools
- Knowledge of safeguarding and child protection

Values Based Behaviours – the behaviours associated with our company values

- Excellence
- Respect
- Integrity
- Collaboration
- Accountability

Remuneration

- Competitive salary
- Contributory pension scheme
- School fee discount
- Professional development
- 25 days holidays

Signed: Date:

Printed Name: