

BRIEF FOR THE POSITION OF Admissions Manager



MALVERN
COLLEGE

www.thedownsmalvern.org.uk



THE DOWNS
MALVERN

BRIEF FOR THE POSITION OF

Admissions Manager



Welcome

The Downs Malvern is a busy, vibrant and successful co-educational preparatory school for boarding and day children aged between 3 and 13 years. We are currently in the process of opening a Nursery, which will extend the age range of our pupils to 6 months. The school is situated in extensive, beautiful and safe grounds on the Herefordshire side of the Malvern Hills. The facilities are first class and, through a wide range of exciting and challenging opportunities, we are able to offer each child an outstanding preparatory education.

In November 2022, The Downs Malvern joined the Malvern College Corporation. The College is a co-educational day and boarding school, for 650 pupil aged 13-18 years, with most of The Downs Malvern's pupils joining in Year 9. The Malvern brand is globally strong with sister schools in Qingdao, Chengdu, New Cairo, Hong Kong and Tokyo. In total, more than 4,400 pupils experience a transformational Malvern College education around the world. The Malvern College Family of Schools also includes thriving enterprise and guardianship companies, in addition to a well-established fundraising and alumni relations society.

Thank you very much indeed for your interest in the position of Admissions Manager at The Downs Malvern. This is an exciting opportunity to join a forward-looking team early in a new chapter for the Malvern College Family of Schools, building on an inspiring 158-year history.

We are looking to appoint to the role of Admissions Manager, who will be responsible for providing an engaging and professional admissions experience for all prospective parents, in order to maximise pupil number at our school.

This role is part of the wider Malvern College Admissions team and is a unique opportunity to be part of a high calibre team in a culture that emphasises the development of people.

If this role is an opportunity that excites you, and you believe that you have the necessary skills, experience and attributes, then we would be delighted to receive your application.

Admissions Manager

Job description

Job Title

Admissions Manager

Responsible to

The Downs Malvern Headmaster and Head of Admissions

Purpose of the post

1 Family	4 Countries	9 Schools
4,400 Pupils	1,630 Staff	1 Society

- Prospective parent and pupil journey:** provide an engaging and professional experience, building exemplary relationships with families, education agents and prep schools.
- Pipeline administration and reporting:** ensure the delivery of the complete Admissions cycle, maintaining the integrity of the admissions database and reporting on pertinent external and internal factors.
- Strategy and vision:** Feed into the wider admissions strategy and be aligned with the Malvern College Family of Schools (MCFS) vision for future enrolment.

Areas of Responsibility

Job Description Headers

- Deliver the entire prospective parent/ pupil journey at The Downs Malvern (TDM) to drive an engaging, best in class experience internally and externally.
- Review, develop, implement and maintain timely, professional and warm communications to prospective families supporting continuous improvement in conversion rate.
- Work with the Marketing team to develop events, campaigns, content and communications to support the creation of qualified and quality enquiries.
- Attend open days and recruitment events, including welcome meetings for new parents and pupils, many of which will be held on weekends/ evenings.
- Work with the Reception team to ensure all visitors to TDM have an inspirational visit
- Support the complete scholarship application process and assessment days, liaising with the Head of Admissions and Headmaster in relation to scholarship awards.
- Support the Head of Admissions, COO, Headmaster and Finance Director by supplying key information in relation to bursary applications.

Admissions Manager

- Work with the Admissions team at Malvern College and overseas agents to ensure TDM is introduced to high calibre prospective pupils.
- Organise and participate in virtual and in-person events, travelling abroad and representing our schools as requested by the Headmaster or Head of Admissions.
- Maintain the integrity of the admissions database (iSAMS) ensuring the accurate and effective capture of all relevant information. This is vital information informing both marketing efforts and key financial forecasts
- Demonstrate the benefits of accurate data and administrative processes. Maintain the highest adherence to exemplary, accurate data input and administrative management through improved practices which result in increased pupil recruitment.
- Track, manage, analyse and report on all points in the admissions cycle as part of ongoing feedback to the Head of Admissions.
- Support the Head of Admissions with forecasting current and future pupil numbers. Identify trends or patterns which could affect achievement of targets. Advise on strategy that speaks to these trends and track effectiveness through further data analysis.

Safeguarding Responsibilities

- Promoting and safeguarding the welfare of children and young persons with whom you come into contact; and
- Reporting any safeguarding concerns, including low level concerns, to the Designated Safeguarding Lead or their Deputy in a timely manner.

This post involves minimal contact with children and the post holder will not be responsible for children. The post holder will be considered to be in regulated activity.

Admissions Manager

Person Specification

Essential	Desirable
Education and Qualifications	
<ul style="list-style-type: none"> ➤ Significant experience of working in an admissions environment in an educational setting. ➤ A good standard of education ➤ Evidence of continuing relevant professional and personal development 	<ul style="list-style-type: none"> ➤ Recognised Admissions or Marketing qualification.
Experience, Knowledge and Understanding	
<ul style="list-style-type: none"> ➤ Previous experience of managing, inspiring and motivating others. ➤ Understands the importance of the parent/ pupil journey and places this at the centre of their work. ➤ A strong understanding of effective communication techniques and an ability to build and maintain effective relationships with internal and external stakeholders. ➤ Is able to switch effectively between detailed administrative processes and delivering an engaging 'front of house', best in class customer service experience. ➤ Delivers the highest standards of effective and efficient administrative management with an insistence on detail and accuracy. ➤ Demonstrates strong business and commercial business acumen, including forecasting recruitment, retention and conversion rates, research, report preparation and presentation skills. ➤ Experience of working to and meeting challenging targets. ➤ Demonstrates strong planning and organisational skills. ➤ Experience of implementing new processes or process refinement. ➤ Advanced IT skills including database/ CRM management skills. ➤ Knowledge and understanding of the admissions environment in an educational setting. ➤ Knowledge and understanding of customer relationships 	<ul style="list-style-type: none"> ➤ Previous experience working in independent education sector; preferably with a strong boarding and co-educational ethos. ➤ Having a working knowledge of UK/ International admissions processes including Tier 4 visa requirements, data protection principles including GDPR and PECR, and all other relevant legislation.
Role Related and Personal Skills	
<ul style="list-style-type: none"> ➤ Is a 'people person' and enjoys meeting and engaging with a diverse range of people from all works of life both internally and externally ➤ Can build strong and lasting relationships. ➤ An enthusiasm and drive to implement new and forward- thinking strategies to increase pupil recruitment and retention. ➤ An ability to think creatively and demonstrate initiative, dealing calmly with different situations as they arise. ➤ Willingness to work with the Admissions and Marketing Teams and colleagues across the Family of Schools in an integrated, collaborative, team approach. ➤ Working with colleagues in outreach work ➤ Holds high professional standards and expectations. ➤ A flexible approach to hours and duties. Attendance at weekend and evening events, whilst with notice, will be expected ➤ Willingness to maintain a busy schedule in a fast-paced environment and enjoys working in a busy and sometimes challenging environment. ➤ Enjoys working on own initiative but also as part of a busy team 	<ul style="list-style-type: none"> ➤ Please edit text here ➤

Admissions Manager

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| ➤ Is an ambassador for TDM and MCFS and shares our aims, ethos and the Skills To Thrive. | |
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General

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| ➤ Full Driving licence and access to a car for work purposes | |
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Admissions Manager

Skills to Thrive

All staff are expected to model and promote The Downs Skills to Thrive, which are:

- Collaboration
- Communication
- Reflection
- Resilience
- Curiosity
- Motivation
- Creativity



Hours and Benefits

The successful applicant will work 37.5 hours per week, Monday to Friday. There is a requirement to work some weekends and evenings during school term time when we have events and Open Days.

- 25 days' holiday per annum plus public holidays.
- Contributory pension scheme with Royal London (successful candidates will be auto enrolled after successfully completing 3 months service).
- Generous membership terms (family and personal) for the College Sports Facility.
- Free on-site parking
- Cycle-to-Work scheme.
- Free access to the Malvern College Library.
- Personal Accident Insurance cover.

Application Process

Applicants may contact the Headmaster, Mr Andrew Nuttall to discuss the post if they wish. Mr Nuttall can be contacted via his PA by email: georgina.hulburd@thedownsmalvern.org.uk

Full details of working at The Downs and our Application form can be found on our website: <https://www.thedownsmalvern.org.uk/about-the-downs/job-vacancies.html>.

If you have a query regarding the application process, please contact the Human Resources team either via email humanresources@malverncollege.org.uk or by phone 01684 581647.

Admissions Manager



General Requirements

In accordance with the provisions of the Health and Safety at Work Act 1974 (as amended) and the Management of Health and Safety at Work Regulations 1999 (as amended) you must take reasonable care not to endanger yourself or other persons whilst at work. You comply with Malvern College's legal duties for Health and Safety.

It should be noted that the above list of duties and responsibilities is not necessarily a complete statement of the duties of the post. It is intended to give an overall view of the position and should be taken as guidance only.

Malvern College and The Downs Malvern are committed to safeguarding and promoting the welfare of its pupils and expects all employees to share this commitment. Employees must, at all times, have regard to the need to safeguard and promote the welfare of children in line with the provisions of the Children Act 2004 (as amended) and Keeping Children Safe in Education (as amended) and be fully aware of, and understand, the duties and responsibilities that apply to their role in relation to these requirements. All employees must attend appropriate training in accordance with College and local Safeguarding Board stipulations.

This post is exempt from the Rehabilitation of Offenders Act 1974 and the School is therefore permitted to ask job applicants to declare all convictions and cautions (including those which are 'spent' unless they are 'protected' under the DBS filtering rules) in order to assess their suitability to work with children.

Malvern College and The Downs Malvern exist to provide a quality all round education for pupils aged 3 – 18 and is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Candidates must be prepared to undergo child protection screening and an Enhanced DBS check.

You will be required to provide proof of your identity, right to work in the UK and qualifications during the selection process. We will seek references on short-listed candidates that will include questions about past disciplinary actions or allegations in relation to behaviour with children and may approach previous employers for information to verify particular experience or qualifications before interview. An online search will also be carried out as part of due diligence on all short-listed candidates.