

Job Description

Job Title	Registrar
Reports to	Head

Job purpose

As first point of contact for prospective parents and pupils, this role will be an essential ambassador for the School and their values, providing a smooth admissions process, from initial enquiry until pupil entry.

Duties and Responsibilities

- To implement the Admissions Strategy (focused on student acquisition and retention from enquiry to enrolment) for the school, working closely with colleagues both inside and outside the school.
- Communicate with parents of prospective and exchange students as first point of contact, to ensure they receive accurate and timely information and advice regarding admission to the school.
- Deliver best-in-class tours for prospective parents and partnership prospects (businesses, embassies etc). These will be conducted throughout the year (within and out of term time as required).
- Ensure service standards and quality assurance procedures are met and evolve with parent expectations and needs.
- Ensure admissions, conversion approach and associated processes enable the school to optimise achievement of student recruitment targets with significant accountability for conversion from enquiry to application and application to enrolment.
- Guide the Senior Leadership Team to implement best practice processes to increase retention. This includes leading the customer insights programme, managing potential leaver files and participating in retention focussed student & parent events.
- Working with the Group Marketing Department, support the production of relevant publications such as school calendars, newsletters, prospectus, academic results, university destinations, etc. to ensure information is conveyed clearly and concisely, positively promoting the attributes of the school at all touch points.
- Generate and maintain a close network of partners, prospective parents, students, feeder schools, partner organisations, colleges, local businesses and visitors to the school
- Undertake data analysis and lead, develop and be fully responsible in maintaining accurate data in school systems, enabling responsive decision-making through the enrolment process and accurate forecasting during annual planning.
- Assist/Guide the Head to make recommendations to senior managers regarding the gap to target and the subsequent number of applications, offers needed to secure or surpass the target enrolment number. Factor in risks to target e.g. potential or confirmed leavers (consider previous years' data).
- Plan, co-ordinate and implement a successful programme of (region) including recruitment fairs, open mornings, taster days and exhibition events. To maximise attendance, events might be scheduled periodically after hours and on weekends.

- Working with the Head of School and Head Office to manage budgets, format, location, catering, invitations, publicity and bookings and all other elements necessary to deliver successful admissions related events.
- Enter and maintain application data at all stages of the admissions process into CRM, including initial application, offer information, financial and contract details and acceptance status.
- Act as an ambassador, representing the school in engagements relating to admissions with key external stakeholders and embodying the values and ethos of (School).

Qualifications and knowledge

- Sound educational background.
- Experience of independent school admissions (preferable but not essential)
- Thorough understanding of admissions procedures.
- Excellent understanding of independent education at all stages.
- Excellent understanding of customer care practices.

Skills and Experience

- Ability to work effectively under pressure.
- Outstanding interpersonal skills and the ability to interact well with people at all levels and build relationships.
- Committed, loyal, discreet, working with an affinity for the School's ethos and aims.
- Excellent telephone manner and written communication skills.
- Proficient in IT, including the ability to exploit the capabilities of the School's Management Information System and to extract and interpret useful reports.
- A proactive and professional attitude to developing and sustaining working relationships with prospective parents and pupils.

Attributes

- Willingness and availability to attend open days and other admissions related events including occasional evenings and weekends.
- Personal warmth and a genuine desire and commitment to help others and offer an excellent service with flexibility, patience and diplomacy
- Understanding of the independent school sector.
- A team player with a positive, enthusiastic and solutions-focused attitude.
- Reliable, well organised with good attention to detail.
- Willingness to keep abreast of and adopt admissions best practice.

Signature & Date of post holderJob Holder:

Signature:

Date:

APG is committed to safeguarding and promoting the welfare of children and young people and as an employee of APG you are expected to share this commitment. We are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.
