



JOB DESCRIPTION	Parsons Green Prep School
POST TITLE	Head of Admissions
<b>TERMS &amp; CONDITIONS:</b> <b>Full Time – Monday to Friday 8am to 5pm, plus occasional Saturdays and evening events as agreed. During term-time we tend to work longer hours and balance this with shorter working hours during school holidays</b> <b>Paid Holidays: 20 days per annum plus public holidays</b>	
<b>PURPOSE OF POST:</b>  <b>Job summary: The Head of Admissions is responsible for ensuring that all classes are full and that there is an active and sufficient wait list for places that become available.</b>  <b>The role requires the employee to:</b> <ul style="list-style-type: none"><li>• Be driven to ensure the school is at full capacity.</li><li>• Work closely with the head of EYFS, Headteacher, Managing Director and Head of Marketing to improve and raise the profile of the school in order to increase the admissions.</li><li>• Proactively engage with families, educational settings and school placement agencies to generate leads for admissions to the school.</li><li>• Manage and constantly improve all aspects of admissions and enrolment of children at Parsons Green Prep School.</li></ul>	
<b>Principal tasks: 80%</b>	Maintain current of places available throughout the school and places likely to become available and proactively take steps to ensure they are filled.  Proactively form links with families, feeder nurseries, registered child minders and school placement agencies to generate leads for admissions to the school by: <ul style="list-style-type: none"><li>• Maintaining regular contact with and knowledge of feeder nurseries and settings including local registered child</li></ul>



minders, providing them with information and resources including prospectuses to enhance the reputation of the school.

- Maintaining regular contact with educational placement specialists to increase their awareness and knowledge of the school, forming a trustworthy link.
- Keeping an up to date list of registered settings.
- Working collaboratively with Head of Marketing to ensure that marketing initiatives are appropriately focused in line with the school's admissions priorities including collaborating on adverts, advertising channels and promotional material.
- Collaborate with the head of marketing on ways to advertise the school to potential parents.
- Working collaboratively with the Head of Marketing, identify suitable admissions events to generate interest and awareness of the school.
- Inviting headteachers and key workers from feeder nurseries and other appropriate educational settings to major school events.

Proactively follow up on all expressions of interest, admissions enquiries and requests for information about the school, acting professionally and efficiently to generate leads, including attendees at admissions events or outreach activities, enquiries from walk ins, telephone calls, emails, the school website or social media.

Manage, co-ordinate, assess and improve all visits relating to the intake of new and prospective pupils including: admissions events, school tours, show-rounds, open days, assessments, new intake days and special events including:

- Diary management
- Preparation of necessary paperwork and other materials
- Advertising for events
- Communicating with staff and other participants to ensure that they are fully briefed
- Liaising with other schools and parents – eg for assessment visits
- Actively following up on visits from prospective parents
- Recording all data on database.



Manage the registration process to ensure that:

- All documentation is fully completed and logged
- Payments are received on time
- Families are aware of the school's terms and conditions and parental code of conduct
- Feedback is received from families who have decided not to progress with their application after having registered and the information is recorded on the database.

Manage the offer and acceptance process to ensure that:

- Offer letters are sent out to families in a professional and efficient manner.
- The school finance team is notified in good time to produce a new starter's invoice.
- The status of offer and acceptance is recorded on the school database and list those acceptances as accepted, deferred, new starter fees due and new starter fees paid.
- Follow up with any places that are offered and no response has been received.
- New starter packs are sent to families who have paid their new starter fees.
- All new starter paperwork is completed by families, returned to the school and correctly filed prior to starting.
- Sending out school newsletters to new intake families and inform them of any changes that are taking place before they arrive.
- Sending holiday and birthday cards to all new intake families.
- Notifying the local authority of new starters.

Manage the leaving process by:

- Confirming receipt of notice with parents.
- Recording the leavers information on the school database.
- Notifying the local authority of leavers.
- Remove leavers from distribution lists, class lists and archiving files.
- Preparing the termly leaver spreadsheet.

Support the 11+ leaving process by

- Working closely to support the headteacher and Year 6 teacher to complete 11+ administrative tasks (with additional support if necessary.)
- Contacting next schools to find out key dates e.g. examination and interview dates.



	<ul style="list-style-type: none"> <li>Ensuring leavers destinations are recorded and up to date on the school website and the school database.</li> </ul> <p>Take responsibility for the policy, data and reporting of admissions by:</p> <ul style="list-style-type: none"> <li>Performing an annual review of the school admissions policy and procedure to ensure that it is fully up to date and compliant in both legal and regulatory matters including any resulting changes to the admissions and new starter paperwork.</li> <li>Ensuring all data collected for admissions purposes is collected in line with the data protection act (see data protection policy.)</li> <li>Retaining and correctly filing all admissions emails.</li> <li>Ensure all data is recorded on the school database and where this is not practicable, e.g. telephone conversations, data is recorded in stored in a way that can be shared with the Head of Marketing and the headteacher.</li> <li>Producing a half-termly report on all aspects of admissions to include: Termly admissions data, whole school overview, predicted numbers and a progress report.</li> <li>Updating the student database whenever new information is received or changed: New Pupil Record, Leavers; Form, Change of Contact details.</li> <li>Enter, analyse and create reports on admissions data in accordance with management requests, on a termly and annual basis.</li> <li>Conduct trend analysis on historic admissions data.</li> </ul>
<b>Other activities: 20%</b>	<ul style="list-style-type: none"> <li>General office duties including: Receiving, recording and referring telephone calls, emails and post promptly and correctly.</li> <li>Responding to parent correspondence.</li> <li>Signing for and taking deliveries</li> <li>Ensuring that all visitors sign in the visitor's book and are supervised if necessary in line with the school safeguarding and safer recruitment policies.</li> </ul> <p>Support to the school community, including:</p> <ul style="list-style-type: none"> <li>Organise school visits for the headteacher.</li> <li>Collating the school class lists and making any changes that have been notified to the school.</li> </ul>



<p><b>N.B.</b></p>	<ul style="list-style-type: none"> <li>• Compile, maintain and distribute the class lists to relevant parties.</li> <li>• Collate information for the book bag email and children's communication folders and send it each week.</li> <li>• Print and compile all end of term envelopes with dates for the diary, clubs timetables, sibling club form, reports, the newsletter and invoices.</li> <li>• Arrange and confirm transport bookings for class day trips and swimming.</li> <li>• Manage the termly morning and after school clubs registration process.</li> <li>• Creating and maintaining morning and after school registers for all teachers.</li> <li>• Manage the termly sibling club registration process.</li> <li>• Liaise with the Music department regarding termly music assemblies and inform the parents of the children who are performing.</li> <li>• Stay up to date and attend training where required in order to maintain compliant with policies relating to data protection, confidentiality, health and safety, safeguarding, reporting all concerns to a nominated person.</li> <li>• Contributing to the overall work, development and ethos of the school.</li> <li>• Appreciation and support for the role of colleagues within the school</li> <li>• Attending and participating in meetings as required.</li> <li>• Developing him/herself through training and other learning activities including performance management.</li> <li>• Placing the wellbeing of children as paramount priority</li> <li>• Attending to children when necessary.</li> <li>• Representing the school appropriately and consistently to all parties.</li> </ul> <p><i>The postholder may reasonably be expected to undertake other duties commensurate with the level of responsibility that may be allocated from time to time.</i></p>
<p><b>Contacts</b></p>	<ul style="list-style-type: none"> <li>• Headteacher, Senior Leadership Team, Head of Marketing, teachers and all school staff, both permanent, temporary, specialist, student or voluntary.</li> <li>• Parents/relatives and carers – existing and prospective.</li> </ul>



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|  | <ul style="list-style-type: none"><li>• Heads of local nurseries, child-minders, school agents.</li><li>• Health Care/Social Services professionals.</li></ul> |
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