



DIRECTOR OF ADMISSIONS FOR DEAN CLOSE SCHOOL

Dean Close School is a thriving independent, co-educational day and boarding school situated on a 50 acre site on the edge of Cheltenham's Regency town. The School is divided into three, with a Pre-Prep, Preparatory and Senior School with children from ages 2-18. Each has their own Headmaster or Headmistress.

In 2015 Dean Close acquired St John on-the-Hill Prep School in Chepstow, along with three nurseries, at which point the Dean Close Foundation was established.

The School offers strong academics, with extensive opportunities in all creative arts and sport and is renowned for focusing on individual development. Small classes, excellent learning facilities plus a 550-seater professional theatre, amphitheatre, dedicated music and art schools, floodlit astro-turfs, 25m indoor pool, climbing wall, indoor rifle range, dance studio and fully equipped gymnasium all add to the value of the School. These facilities are shared by all three schools. As a school with a strong Christian foundation and ethos, pastoral care is paramount.

This is an exciting time for Dean Close which is experiencing growth and development in a number of areas.

THE POST

A full-time position has become available within the Senior School for an experienced, highly motivated professional to manage the admissions day-to-day process. The candidate will report in to the Warden who is in charge of the Foundation, but will have a dotted reporting line to the Headmaster of the Senior School.

BACKGROUND TO THE ROLE

Admissions strategy for the Dean Close Foundation is owned and driven by the Warden and the Foundation Executive Board. It is at this level that the Admissions strategy for the Foundation is developed and implemented. This includes meeting the following strategic challenges:

- Planning the pupil flow and transitions between Schools in the Foundation
- Ensuring that recruitment offers are 'connected' (e.g. family/sibling arrangements which transcend Schools in the Foundation)
- Awarding Scholarships and Bursaries from the Concessions budget
- Setting the fees (boarding and day pricing strategy)
- Identifying target markets for all Schools and setting objectives (e.g. boarding/day, boy/girl ratios, local, national, international mix)
- Targeting Admissions work on key Prep Schools and other feeder schools across the Foundation

Author: Group Foundation Operations Director

- Ensuring that all of the staff who work in Admissions across the Foundation work together as a team on behalf of the Foundation

This position reports to the Warden.

Day to day, operational Admissions work is owned and driven by the individual schools.

Therefore, this position has a dotted reporting line to the Headmaster of Dean Close School (DCS).

OBJECTIVE

The objective of the role is to ensure that DCS successfully recruits to its full capacity with the right mix of pupils across all year groups (to the agreed targets set out in the strategic plan). This needs to be achieved at the agreed level of cost, by using efficient management and development of admissions processes and by working collaboratively across the Foundation.

CORE DUTIES AND RESPONSIBILITIES

The role will be responsible for:

Planning

- Liaising closely with DCPS and St John's to ensure a smooth transfer of pupils into DCS in Year 9
- Organising the various scholarship and entrance programmes across year groups
- Advising on the deployment of the Headmaster's time in relation to pupil entry and recruitment
- Working with the Director of Marketing to monitor boarding, weekly boarding and day markets and to develop the marketing strategy for each different constituency
- Exploring new markets
- Involvement with ongoing market research

Recruiting

- Arranging visits and tours for parents of prospective pupils to look around the School
- Working with the Director of Marketing in organising and attending Open Days
- Working with the Director of Marketing in arranging and attending linking visits with Prep schools and feeder schools including dinners, events, lectures, tours, sport/refereeing, music, drama and competition adjudications, involving members of Common Room where appropriate
- Organising and attending recruitment events (including agents) both in the UK and overseas, working alongside the Director of Marketing and the other Admissions teams in the Foundation
- Overseeing taster days for prospective pupils (both day and boarding)
- Working with Prep Schools and educational agents

Relationship Building

- Building relationships with feeder schools
- Building relationships with agents in the UK and abroad
- Building relationships with Housemasters and the Directors of Studies
- Working with the Director of Marketing in attending trade fairs and events in the UK and abroad
- Providing advice to parents on the scholarship and bursary process
- Overseeing the flow of information to prep schools about DCS and former pupils at DCS
- Line management of the Registrar and the Admissions Co-ordinator

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- Contributing to and taking a lead on Admissions and Marketing projects as they arise across the Foundation
- Fostering a spirit of teamwork in the Admissions team across the Foundation
- Meetings with other Admissions teams at least twice per term
- In conjunction with the Directors of Studies, providing advice to parents and pupils, at the time of recruitment, on subject choices, curriculum challenges, co-curricular opportunities and 'life at Dean Close'
- Managing a small Admissions team

Reporting and Communicating and Compliance

- Monitoring and predicting pupil numbers for budgeting purposes
- Presenting Admissions information to the Warden, Headmaster and other stakeholders on a regular basis
- Keeping DCS Common Room, Directors of Studies, Houseparents, SMT, Learning Support, ELT and Marketing informed on a regular basis about Admissions progress
- Working closely with the Director of Marketing to promote a 'marketing and admissions mindset' among Common Room
- Responsibility for Tier 4 monitoring and compliance

EXPERIENCE AND CAPABILITIES

Candidates should be able to

- deploy a range of leadership styles in different situations in order to create and secure commitment
- motivate and inspire their team
- set high standards and be able to deliver against deadlines and targets
- deal sensitively with ambiguity and resolve conflicts
- have an ability to sell and to build relationships with a wide range of people
- communicate effectively orally and in writing to a range of audiences
- chair meetings effectively
- prioritise, plan and organise a busy workload
- analyse and evaluate Admissions data, market information and competitor activity
- apply good practice from other schools, sectors and organisations and take time to visit appropriate institutions in order to gather and develop new ideas
- initiate and manage change / improvement projects in line with the school's development plan
- take responsibility for their own professional development
- seek advice and support when necessary

SALARY AND CONDITIONS

- The role attracts a salary in the range of £40,000 to £45,000 depending on experience
- The contract is for 52 weeks with 5 weeks' annual holiday
- Considerable flexibility in working arrangements is required
- A number of Saturdays and evenings are required to be worked during term-time
- There is a need for overnight stays and trips abroad on occasion
- Holidays must be taken during the school holiday period

The Dean Close Foundation is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and a Disclosure and Barring Service check.

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