



## Devonshire House Preparatory School

### Admissions Manager

#### Job Description and Person Specification

#### School Context

Devonshire House is a large co-educational prep school (500 on roll) in Hampstead, north London, on the cusp of a transformational period of positive change, intent on offering an outstanding education in every sense for its pupils and their parents. The school has just acquired a fifth building, giving more scope for outdoor play and sport, as well as doubling specialist teaching room capacity. The values of the school are unashamedly traditional, whilst its outlook on teaching pedagogy is very much modern. Devonshire House aims to recruit the best teachers and leaders available and retain them by providing an attractive package and huge scope for career advancement. This is augmented by its engaged governance as part of Dukes Education, which promotes inter-school collaboration and collegiality.

#### Summary of the role

The Admissions Manager will provide a friendly, warm, highly professional and efficient admissions provision for the school.

The role will involve designing and implementing the admissions process for the school, providing an excellent customer experience to all prospective parents, pupils and agents including managing initial enquiries, hosting private tours for prospective families, facilitating pupil assessments and admitting pupils to the School.

The successful candidate will work closely with the Head of Marketing, Admissions & Communications and the central Dukes Education team.

#### Job Description

#### Main responsibilities

#### Customer Experience

- Provide approachable, welcoming, informative and seamless customer service to all prospective pupils, their parents and education agents, providing key information about the strengths of the school and answering questions from prospective parents.

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Head: Mr Henry Keighley-Elstob, BA (Hons), PGCE



- As the first point of contact for all enquiries, promptly answer the telephone or digital leads and ensure that they are all logged onto the school's admissions system.
- Organise and host private tours and open events for prospective students and their parents and encourage enquirers to register for a place at the school.
- Assist the Head of Marketing, Admissions & Communications in engaging feeder Nurseries and Schools so that they are informed about the quality of our educational offering.
- Working with the wider Marketing and Admissions team to develop the new relationship between the nursery and the school.
- Administration
- Report pupil numbers and a pipeline overview to the Head of of Marketing, Admissions & Communications, the Head and Head of Finance on a weekly basis.
- Make appointments for school tours for prospective pupils, parents and agents.
- Prepare all admissions materials for Open Mornings and other school and college events.
- Represent the School at Open Morning events, greeting parents, and ensuring the smooth running of events on the day.
- Maintain regular Statutory reports such as the Admissions Register and Leavers and Joiners reports, and manage the process of on and off-rolling students from the school roll.
- Ensure all prospective pupil documentation is acquired prior to enrolment (School reports, passports, visas etc.) and ensure all relevant records are maintained on the school's databases (ISAMS and Salesforce).
- Process all applications in accordance with required procedures including ensuring registration fees are received and assisting in making arrangements for assessment days.
- Draw up timetables for assessments, make offers and maintain records of responses, ensuring all applicants are notified promptly of the outcome of their assessment.
- Make follow-up telephone calls to all prospects following Open Mornings, tours and events to determine how we can help applicants with the next stage in their application.



## Systems & Data Management

This role will play a critical role in leveraging Salesforce to streamline the admissions process, improve data accuracy, and enhance the overall efficiency of the school's admissions operations. They will work closely with various departments and systems to ensure a seamless flow of information and a positive experience for prospective students and their families.

- Maintain and update the Salesforce system to ensure accurate and up-to-date information at all times to ensure all Admissions data is kept within the Salesforce system.
- Efficiently manage all incoming enquiries through Salesforce, recording and categorising each enquiry.
- Track the admissions process for all applicants within Salesforce, ensuring that each applicant's journey is well-documented and organised using integration with Outlook and Calendar.
- Utilise Salesforce to generate reports on the recruitment pipeline, providing data-driven insights on the progress of admissions.
- Utilise Salesforce for sending out offers to prospective students, tracking their responses, managing acceptances and tracking deposits.
- Collaborate with the finance and IT departments to ensure seamless integration between Salesforce, the ISAMs database, and the Xero finance system.
- Work closely with the IT team to troubleshoot and resolve any technical issues related to Salesforce and its integration with other systems.
- Use Salesforce to implement innovative marketing solutions through automation and other marketing systems such as Mailchimp.
- Manage open events using Eventbrite and Salesforce, coordinating registration, attendee lists, and follow-up communications within the Salesforce system.
- Use Salesforce to track attendance and gather data on open events for future planning and improvement.
- Manage communications with prospective families using the Salesforce email integration functionality.
- Oversee the transfer of students from Salesforce to ISAMS at the point of enrolment, ensuring the accurate and secure transfer of student data.



- Lead the data clean-up and checking process to maintain data integrity when transferring information between Salesforce and ISAMS.
- Keeping all pupil files and records up to date in accordance with School Policy and GDPR regulations in ISAMS.
- Request and maintain the emergency contact information, and medical and allergen lists for new pupils.
- Promote safeguarding the welfare of children and comply with the School's safeguarding policy.

#### Other

- To make a success of this role, you will have experience within a customer-service focused environment, and preferably have administrative experience within the education sphere.
- General administration support and ad hoc duties as may be reasonably required.

#### Review and Amendment

This job description should be seen as enabling rather than restrictive and will be subject to regular review.

#### Person Specification

#### Knowledge, Skills and Experience

Essential criteria:

- Significant and recent experience of working in education administration with an excellent knowledge of admissions policy and procedures
- Familiarity with the SITS/Isams/ or similar student records system
- Ability to use reporting functions and data manipulation tools on various student records systems
- Ability to analyse data and produce detailed reports to the Head of Marketing, Admissions & Communication
- Knowledge of pastoral and operational systems within a prep or primary school context
- Experience of successful delivery of large-scale admissions projects in a school setting
- **Closing date for completed applications: 3rd January2024**



- **We encourage you to apply before the closing date as we reserve the right to arrange interviews and close this advert before the closing date if we receive applications from exceptional candidates.**

- Excellent customer service skills
- Excellent organisational skills
- Flexible attitude, patience, sense of humour
- Excellent written and verbal communication skills
- Knowledge of working with school databases such as ISAMS
- Knowledge of CRM such as Salesforce (Preferable not essential)
- Word, Excel, Outlook
- Able to work as part of a team
- Able to work on own initiative

Desirable criteria:

- Enthusiasm for, and a high degree of competence in, the use of technology in an educational context
- Previous leadership experience
- Experience in a London prep school setting

#### Professional Qualifications and Continuing Professional Development

Essential criteria:

- Undergraduate degree or equivalent qualification
- Evidence of regular and broad CPD in relation to a school setting, relevant to the remit

Desirable criteria:

- Appropriate school-oriented leadership training and qualification(s)
- Appropriate training and qualifications

#### Personal Qualities

- First rate interpersonal skills with the ability to communicate well with children and adults
- The ability to effectively lead people with a range of personality types
- To be able to work under pressure and to have the capacity for hard work. To be work efficient
- Capacity for high levels of organisation and adaptability to changes in circumstances



- High degree of emotional intelligence, especially the qualities of self-awareness and self-regulation
- The ability to think strategically as well as tactically