

Job Description & Person Specification

Job Title:	Admissions Officer
Reports to:	School Principal
Collaborates with:	Marketing & Admissions Teams

OBJECTIVE OF THE ROLE

We are seeking a proactive, highly organised, and detail-oriented Admissions Officer to lead and streamline our student admissions process. In this key role, you will oversee all aspects of admissions administration, guide prospective families through their enrollment journey, and ensure a professional, welcoming experience that reflects the values of our school. Working closely with the Admissions and Marketing team, Principal and the wider SLT this person will be instrumental in driving enrolment success, maintaining accurate records, and supporting the strategic goals of the school.

MAIN RESPONSIBILITIES

Enrolment & Admissions Strategy:

- Achieve enrollment targets set by the Board.
- Build and maintain robust waiting lists for all year groups.
- Improve admissions systems to increase the pace and volume of acceptances.
- Lead bulk assessment days to increase efficiency and conversion rates.
- Oversee the walk-in admissions process, ensuring every opportunity is converted into an enrolment.
- Develop a clear matrix of the enquiry-to-enrolment pathway to support strategy and consistent staff practice.

Admissions Operations & Customer Experience:

- Manage the end-to-end admissions process, ensuring a seamless and professional parental journey.
- Serve as the lead point of contact for prospective families, providing accurate and timely information.
- Follow up with families according to internal deadlines (tour bookings, assessment scheduling, offer acceptance, deposits, and documentation).
- Ensure the admissions team responds promptly to all enquiries and returns missed calls quickly.
- Oversee assessment bookings, logistics, and communication to provide efficient customer service.
- Deliver personalised support to prospective parents and students to reflect the welcoming ethos of SES.
- Ensure all admissions data, documentation, and records are accurate and secure.

Systems, Process Improvement & Digital Transformation:

- Roll out Admissions digital platform to support a whole-school paperless admissions system.
- Ensure the system promotes collaboration, efficiency, and a clear digital audit trail.
- Identify useful data points throughout the customer journey to support reporting, review, and future planning.
- Continuously evaluate admissions processes to streamline workflow and enhance conversions.

Reporting & Data Management:

- Provide weekly admissions KPI reports to the Principal, Head of Primary, Head of Secondary, PAs, Finance, and the Admissions team.
- Prepare a monthly marketing activity report with up-to-date lead information to support strategic marketing spend.
- Monitor enquiry volumes, conversion rates, waiting lists, and enrolment patterns, providing analysis to inform decision-making.

KEY REQUIREMENTS

- Bachelor Degree or equivalent work experience
- Strong organisational and time management skills.
- Minimum 3 years of experience in school admissions.
- Experience working in a British curriculum school (preferred).
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Excellent verbal and written communication skills in English.
- Strong attention to detail.
- Positive and proactive attitude.
- Strong understanding of CRM and admissions systems Engage; experience with OpenApply or HubSpot is a significant advantage.

This list is not exhaustive and is designed to provide a framework for areas of involvement.