



Admissions and Parent Experience Deputy - Job Description

Key Information:

- Job Title: Deputy Head Registrar
- Reports to: Registrar
- Responsibility: Revenue targets for the School
- Customers: EKI, School Headteachers, Prospective Families & Senior Leadership Teams

Ideal Skills:

- Capable of organising and managing multiple work streams
- Delivers on sales objectives
- Experience of using data to analyse trends, developing processes and policies where needed
- Expert customer service and service delivery skill
- Fluent in Microsoft Office

Key Accountabilities:

- Oversight of the boarding pipeline and detailed management of student entry from initial enquiry until final enrolment. Working closely with the boarding team, ensuring that student numbers are healthy and continue to grow throughout the academic year.
- Maintain an accurate record of all boarding places available at the school and an up-to-date waiting list that details students who wish to be enrolled and have passed any necessary placement tests.
- Ensure that all letters and communication for boarding students are clear and accurate. Complete document collection for boarders in advance of their joining date.
- Main contact and manager of Agent relationships for Repton Dubai, ensuring that all agents provide the school with high-quality candidates whilst working within our expected standards.
- Leading the work into the school's partnerships and nursery collaborations, including creation of a full schedule of events for each academic year in consultation with the Registrar and the school's academic leadership team.
- Develop an annual schedule of planned communications in relation to ensure that all key communications are planned well in advance and delivered on time.
- Support leading the work of the Registrar's department, including all work relating to admissions, registrations, student records, parent communications, customer service and promotional activity for the school.
- Provides support and motivation to the team in order to achieve the department's objectives.

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- Support student enrolment activities to meet or exceed the school specific enrolment targets consistently throughout the academic year and ensure all students are registered in accordance with the Excella enrolment process and the specific regulatory body (KHDA).
- Meet and communicate with prospective parents to explain admission procedures, curriculum, fee structure and regulations in order to ensure prospective parents enrol their children at the school.
- Provides in-depth tours of the school that showcase the school's USPs and focus on the prospective parent's individual needs.
- With the Registrar, meet with parents wishing to withdraw their children to ascertain the causes, and whether the situation can be recovered. Uses data relating to withdrawals to identify trends and recommend action by the group, Head teacher or other stakeholders.
- Ensure consistency of customer service across the school and a strong commercially minded culture.
- Ensure the Registrar's department is compliant with all external (regulatory) and internal audit requirements.
- Full understanding of KHDA requirements/KHDA new registration and leaver process. Responsible for accuracy and overall upkeep of KHDA and internal systems data.
- Support in organisation and help to publicise, manage and attend open events and other parent facing events to ensure they are successful and are in line with the organisation's enrolment objectives.
- Manage and update the admissions systems to ensure all information is accurate.
- Ensure group policies, procedures and codes of conduct are followed at all times and ensure all audit items are addressed in a timely manner.
- This job description is not exhaustive, and the role holder will be expected to execute all other duties in relation to admissions and registrations activity of the team.

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