



Head of Global Admissions





ABOUT ROSSALL SCHOOL

Founded in 1844, Rossall is a co-educational boarding and day school with an illustrious history and a clear strategic vision for the future. Situated on the Fylde Coast, the majestic backdrop of the Cumbrian Peaks and the Irish Sea provide a spectacular environment within which a community of some 690 boys and girls are inspired to fulfil their potential. The School provides a unique educational experience underpinned by a strong commitment to academic excellence and co-curricular participation. Successive generations of Rossallians have made a profound impact in fields as diverse as medicine, literature, music, politics and technology.

Academic results are superbly strong. The School has an IBDP average of 34 and this year almost 50% of A level grades resulted in an A* or A. Almost 60% of our Upper Sixth progress to Top 20/Russell Group universities. Additionally, this year, three students won full sports scholarships to the US whilst others are proceeding to top universities in Paris, Milan and Hong Kong - to name but a few. Rossall is an inclusive school with an intellectually dynamic culture that encourages young people to embrace the highest of aspirations.

Regionally, Rossall has now reclaimed its place as one of the top performing independent schools in the North West. Perhaps most importantly, it is a school community with a huge heart and this manifests itself in happy and confident children and a staff body committed to providing the very best context within which young people may live, learn and play.

In 2019, the School embarked upon an ambitious development plan which placed a strong emphasis upon the provision of outstanding teaching and learning. The appointment of a Deputy Head of Teaching and Learning and the opening of the new centre for Innovation and Excellence in Learning are reflective of the School's commitment to ensuring that Rossall is recognised regionally and nationally as a progressive and aspirational School community committed to the professional development of its staff. Additionally, the establishment of a Leadership Academy is reflective of the growing number of aspirant educational practitioners who have decided to develop their careers here at Rossall.

We strive to develop in our pupils a lifelong love of learning, a sense of moral purpose, and a belief in their own power to do good in the world. We prepare them to lead successful personal lives and productive professional lives. Our students are confident and compassionate. Increasingly they assume responsibility for their own learning and they are encouraged to be both critically reflective and resilient. We have the highest aspirations for our boys and girls and, as an IB World School, we endeavour to ensure that our pupils are intellectual risk-takers, open-minded and persuasive communicators. We desire for them to develop an intrinsic interest in the subjects that they are studying and to view the formal curriculum as constituting a starting point as opposed to an end in itself. Opportunities for academic enrichment abound and pupils are able to benefit from involvement in activities such as the Model United Nations and subject specific societies.

It is an inclusive and diverse School community with a roughly even split between day pupils and those who board. The internationally-minded nature of the School is as defining an aspect as its architectural beauty and fascinating history. In 2019, we had a full ISI inspection. We were judged **to be compliant in every regard and the quality of pupil's personal development** was considered to be excellent.

In the summer of 2020, we appointed Emma Williams to the role of Director of Boarding and Richard Symons became our very first Head of Diversity, Equity and Inclusion. Rachel Magowan was appointed our first Director of Health and Wellbeing and our team of houseparents and year

group heads are dedicated, experienced and provide a nurturing and safe context for all of our children.

The School is a liberal and progressive community and we are committed to ensuring that our provision is outstanding in every regard. Student voice and our mental health provision are key focuses within our development plan and it is our ambition to be sector leaders in this regard.

Other current initiatives include the launch of a Leadership and Adventure Training Academy and an International Performing Arts Academy. The School is ranked number one in the UK for golf and our growing football academy is one of the standout provisions in the country. Both our boys and girls First XI hockey teams progressed to the final eight of national competitions in 2020. We are in the process of launching an International Performing Arts Academy and a Girls' Elite Football Programme in partnership with England and Chelsea footballer Bright, and Fleetwood Town Football Club.

We recognise that parents expect the best for their children; therefore we continue to invest significantly in our expansive campus to provide a modern, comfortable location where boys and girls from 3 months to 19 years of age will find a safe, yet stimulating environment with all they need to get the most from their stay with us, in school as well as during leisure and social time. Our holistic vision of education is predicated upon excellent personal relationships with our families.

Popular with overseas and British pupils alike, our school has a unique identity and a strong sense of community spirit. Here, boarders from around 50 countries mix with British pupils to create an environment within which children are able to develop a truly international perspective and forge lifelong friendships with others from around the world.

We strive to develop in our pupils a lifelong love of learning, a sense of responsibility and personal integrity. Ours is a community based on trust, mutual respect and compassion, and we expect every member of our school to uphold these values, on and off the campus.

Rossall is an inspiring place to live, learn and work; we are fortunate to attract fantastic students and staff to join us on our beautiful campus by the sea!

MEET THE ROSSALL TEAM

ROSSALL'S LEADERSHIP EXECUTIVES

Leading the school is Headmaster, Mr Jeremy Quartermain, and six fellow Leadership Executives. They are joined by the extended Senior Leadership Team.



Mr Jeremy Quartermain
Headmaster



Mrs Emma Sanderson
Bursar



Ms Dina Porovic
Senior Deputy Head



Mr Stephen Prest
*Deputy Head
(External Relations)*



Mr Matt Turner
*Head of
Junior School*

HEAD OF GLOBAL ADMISSIONS

A dynamic and enthusiastic registrar is required to join this flourishing co-educational boarding and day school. Reporting to the Deputy Head (External Relations) the job purpose will be to lead on the recruitment of International pupils and to oversee the day-to-day workload of the International Registry team. Together with the Deputy Head (External Relations), the Head of Global Admissions will focus upon managing relationships with clients/agents and parents whilst contributing to the strategic development of the School by being responsive to trends within the market.

The successful candidate will be expected to foster and develop excellent relationships with prospective parents, agents, overseas schools and relevant staff through the delivery and articulation of the School's vision, values and ethos. They will possess outstanding interpersonal and communication skills, an eye for detail and strong organisational abilities.

Overview

The role of Head of International Admissions is one of the most important sales and administrative positions within Rossall School. The Head is ultimately responsible for ensuring a full and prospering school and the key function of the Head of International Admissions is to support this goal.

The individual appointed will deliver the Admissions process from initial enquiry through to agreed start date, delivering a responsive, friendly and efficient service. The incumbent will be expected to have a thorough and hands-on knowledge of the day-to-day workings of the School. The role will encompass external representation of the School and as such s/he will be a persuasive Ambassador for the School.

The Head of International Admissions will work closely with a second International Registrar: Asia and Australasia, Head of UK Admissions, Junior School Registrar and Summer School Coordinator, Head of Marketing and Communications, Senior Digital Marketing Executive and Senior Graphic Designer, who all form part of the Marketing, Admissions and Communications team here at Rossall School.

To find out more about this role please contact Stephen Prest, Deputy Head (External Relations), at s.prest@rossall.org.uk

Strategic Responsibilities

- Develop and Coordinate a Strategic Plan for the International Recruitment Trips responding to the needs of the market and looking ahead for future years, trends and trip requirements.

Co-ordinating the International Admissions Process

- Following agreed procedures to ensure the professional and timely response to external enquiries with specific responsibility for Asia, Australasia, Africa, the Americas, and Europe.
- Creating a dynamic and individual response to the needs of the enquirer, answering any new parent queries via email and phone.
- “Selling” the ethos of Rossall in a low-key and informed manner.
- Send/email relevant literature to prospective parents, agencies and schools.
- Follow up of enquiries, visits, tasters, and open days via email and telephone.
- Send offer paperwork to parents.
- Provide new starter paperwork such as uniform list, handbooks, bus timetables etc to all international parents.
- Ensure the smooth transfer of new pupils to ‘current’ new starter status.

- Primary contact for overseas agents including booking of appointments for prospective overseas parents/pupils.
- Produce CAS request forms for Visa Company for relevant International pupils.
- Support the Deputy Head (External Relations) and Head to build relationships with new overseas agencies.

Events, Visits and Taster Days

- Organise taster days for prospective pupils where possible, tailored to the individual pupil, including buddies, guides, timetables, activities, assessments, overnight stays and ensure tours are relevant and tailored to the needs of the individual.
- Organise prospective parent visits, including liaising with relevant staff and pupil guides.
- Organise all necessary paperwork regarding visits and new starters and liaise with Heads of Year
- Provide feedback to parents in regard to taster days.
- Attend promotional exhibitions and events internationally (e.g. education fairs, agents workshops etc) to establish and build relationships with prospective parents, current parents and alumni as part of the trips schedule.

Data basing and finance liaison

- Log and manage enquiries accurately via the database.
- Keep accurate and detailed recording of all necessary admissions data - producing reports.
- Working within agreed time-frames to ensure that decisions on prospective pupils are delivered swiftly.

Marketing Support and Team working

- Work closely with the Deputy Head (External Relations) and the Head of Marketing and Communications to ensure that the central marketing strategies of the School are reflected in the work and processes.
- Supporting the Marketing team through good communication links with agents and overseas schools.
- Work with the Marketing Team with requirements for exhibitions, fairs and school events in key areas.
- Support Marketing with ideas for customer awareness and helping these be carried out.
- Seek and develop possible recruitment opportunities from international business organisations.
- Work with the Deputy Head (External Relations) to identify opportunities for international recruitment in key areas.
- Work with the Deputy Head (External Relations) to identify untapped recruitment areas for international pupils in key areas.
- Look at key trends with visits and research from conferences and workshops and communicate these to the Deputy Head (External Relations).

General Duties

- Other ad-hoc duties to support the Administration Function.
- Keep up to date with curriculum content, examinations and extra-curricular activities across the School, including PYP, iGCSE's and IB.
- To undertake additional duties as requested by the Head of the School and Deputy Head (External Relations).

Customer Service

- Manage excellent Customer Service within Rossall for both prospective and current parents, and visitors to ensure excellent first impressions and enhance reputation and word of mouth.
- Maintain continuous dialogue and feedback as regards customer service with all relevant stakeholders.

- Ensure timely responses to all customers emails according to the 24 hour service level agreement.

Other

- Be aware of and comply with policies and procedures relating to child protection, health and safety, security, confidentiality and data protection, relating all concerns to the appropriate person.
- Be aware of and support difference and ensure equal opportunities for all.
- Appreciate and support the role of other professionals.
- Attend and participate in relevant meetings and training as required.
- Participate in training and other learning activities and performance development as required.
- To undertake any related activities or duties from time to time.
- Undertake evening and weekend work as required.

The post-holder must adhere to and ensure compliance with the School's Safeguarding and Child Protection Policy at all times. If, in the course of carrying out the duties of the post, the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the School, they must report those concerns to the DSL or to the Head immediately.

PERSON SPECIFICATION

The successful candidate will be an excellent communicator with the ability to build relationships with parents and agents across the world.

Customer service / interpersonal skills - Ability to build rapport and communicate persuasively and sensitively with people of different backgrounds and every level of seniority. A good sense of humour and fun.

Knowledge of marketing and sales – Knowledge of best practice in marketing and sales.

Communication - Ability to communicate (in writing and orally) with parents and a variety of key stakeholders.

Listening skills - Ability to actively listen to prospective families, converse in an empathetic/reactive manner and ensure a bespoke verbal response to each family's educational and pastoral situation during meetings.

Good organisational and time management skills - Ability to prioritise a demanding workload that is full of variety; persistence in following through multiple projects over long periods in a timely manner.

Reliability - Attention to detail and deadlines; ensuring promises of responses to internal and external customers are completed in a timely fashion

Creativity - Can adapt to new situations and address problems from new perspectives.

Engagement - An understanding of and belief in, the aims and ethos of independent education in general and Rossall School in particular.

IT awareness - Competence in standard office software (word-processing, presentation and spreadsheet packages).

Travel – The willingness to travel overseas as and when required

BENEFITS OF SERVICE

The position is a full time post, all year round. The salary is expected to be £30,000 to £35,000 per annum depending on the successful candidate's qualifications and experience.

Holiday entitlement is 25 working days per annum plus Bank Holidays.

In addition to providing a great place to work, we offer a generous remuneration package to colleagues which includes:

- Membership of the school contributory pension scheme
- Free lunch and refreshments during term-time
- Free parking on site
- Medical centre on site during term time
- Free use of the School swimming pool, gymnasium and sports facilities
- A generous discount on the School fees of employees' children attending the School (except the Nursery)

APPLICATION PROCESS

To apply, please complete the application form available on the School website, ensuring that your referees include your current or most recent employer.

Your letter of application should be addressed to the Headmaster. It should be no more than two sides and clearly outline your suitability for the role with reference to the Job Description and Person Specification. You should also explain clearly why you want to work at Rossall.

Send your completed application to the Headmaster c/o Mrs Stephanie Capstick (Head of HR and Compliance).

POST:

Mrs Stephanie Capstick
Head of HR and Compliance
Rossall School
Broadway
Fleetwood
Lancashire FY7 8JW

EMAIL:

hr@rossall.org.uk

CLOSING DATE:

Noon on Wednesday 24th February 2021

We reserve the right to appoint before this deadline and encourage early applications.