



JOB DESCRIPTION

Job Title:	Admissions Registrar
Responsible to:	Headmaster via the Marketing & Communications Manager
Responsible for:	Admissions Officer

Overall Purpose of the Job:

To ensure that the admissions processes into St Columba's College at all ages are administered efficiently, with due regard to legal process. To provide regular updates to the College Leadership Team on pupil applications as well as prospective applicants in the admissions pipeline. To strongly promote St Columba's College and to support recruitment and retention of pupils.

The Admissions Registrar will have a high level of accountability with the key measures of success being measured against; the number of new enquiries generated, the number of parent visits and registrations, conversion rates at various stages of the admissions process, the enrolment of students into the Prep and Senior Schools and the flow of pupils between the individual year groups.

Frequent working contact with:

Headmaster, Head of Prep, Deputy Head, Head of Sixth Form, Bursar and other members of the College Leadership Team (CLT), Marketing & Communications Manager, SIMS Data Manager, Transition Co-Ordinator, Heads of Houses, prospective parents, Heads of feeder schools.

Main Duties & Responsibilities:

- Manage and co-ordinate all aspects of registry and admissions work throughout the College, using interpersonal skills to progress each applicant to the next stage, through to securing enrolment.
- To ensure that we meet our objectives in terms of enrolling the optimum number and calibre of new pupils, at all entry points in the Prep and Senior schools each year

Technical Knowledge:

Admissions & Registry Management

- Take overall responsibility for the admissions pipeline, registry and admissions - related activities and events in the College; from the first contact with a prospective parent to a fully completed enrolment. This covers everything from; how an initial enquiry is dealt with, the tone and content of our verbal and written communications with prospective parents, the recording of all prospective students' information and communications with their families on the admissions database, including noting the sending out of all relevant forms and letters, papers etc via email or post. This also covers the organisation and running of open days, parental visits, taster days and

other such events and to ensure that they are positive, enjoyable and informative experiences for all concerned.

- Act as first contact for telephone calls, emails and visitors to the College and provide outstanding customer service to prospective and current families
- Respond to all initial enquiries from the website, telephone, and from other events, promptly, accurately and appropriately. Ensure all contact with prospective parents is logged and recorded on to the College's admissions database at all stages
- Actively contact interested parents following events or when they have previously expressed an interest in the College
- Train Student Guides and liaise with these students to conduct specific tours. Organise tours and visits for prospective parents with the Headmaster/Head of Prep, conduct some parent tours as directed.
- Ensure that all letters and correspondence are generated during the admissions cycle, to parents and previous schools, including invitations to visit, follow up, registration for exams and confirmation of this, request for references, and offer letters, acceptance forms and transfer of the child's file
- Secure all necessary reports, references, medical records, safeguarding assessments and learning assessments etc for incoming students and pass this information on to the appropriate staff and school channels so that the College is ready to receive the student.
- Generate all 'joining information', letters and booklets for incoming pupils
- Manage the general admissions email box
- Prepare Admissions Meeting agenda for weekly meeting and contact parents accordingly to continue or complete application process.
- Assess the setup of Admissions database periodically to ensure that it is meeting our requirements.
- Input all admissions data, as required, into the appropriate management systems so that 'pipeline' analysis can occur.
- Manage and organise the Prep 6 transfer process into the Senior School, including meeting with Prep 5 parents, letters etc.
- In conjunction with the Marketing & Communications Manager, provide leadership and vision to ensure that the College's admissions practices and procedures are up to date, compliant with all relevant regulations and effectively implemented and that they are seen as dynamic systems that are continually kept under active review.
- In conjunction with the SIMS Data Manager, ensure all necessary information on new students is transferred, and notes are kept up to date on SIMS, including SEN and medical information, and ensuring compliance with the College's policy on data protection.
- Working with the Bursar, ensure that all necessary screening assessments are carried out for bursary students.
- Maintain a regular analysis of admissions statistics and trends.
- Keep accurate and up to date records of new admissions, places available, waiting lists, registration deposits and offers across all year groups.
- Maintain a database for pupil leavers and keep records of resignations.
- Understand, embrace and communicate the College's ethos and approach in all communications and interactions with prospective parents and students, other schools etc.

- Conduct timely follow up calls to parents who did not choose St Columba's College to build a body of knowledge on alternative schools and areas for admissions improvement.

Communications & Relationship Management

Working closely with the Marketing & Communications Manager with the aim of:

- Maintaining and developing active and cordial links with other schools. This will mean attendance at educational fayres and next-step events at feeder schools etc. Inform feeder schools about the progress of students' post St Columba's College.
- Supporting the Marketing and Communications Manager in the organization and delivery of the College's Open Days, Sixth Form Open Evening, Tasters Days and events, information evenings and external recruitment events.
- Developing relationships with local nursery and primary school and businesses within the College's catchment area, to raise the profile of the College and support recruitment.
- Ensuring the maintenance of information regarding admissions on the school website and on marketing materials.
- Contributing to the College's marketing thinking, strategy and initiatives.

Measurement, Analysis & Forecasting

- Track, manage and analyse all elements of the admissions process including enquiries, visits, registrations, offers, deposit payments on the Admissions database.
- Work with the SIMS Data Manager to track starters and leavers on SIMS and produce reports to present to the Headmaster/Head of Prep and Board of Governors.
- Manage the weekly forecasting of admissions figures in conjunction with Marketing & Communications Manager, Bursar and Headmaster/Head of Prep, ensuring that the pupil forecast is based upon the up-to-date admissions pipeline.
- Identify where the admissions pipeline lacks an appropriate number of enquiries to achieve the budget number and ensure that the Headmaster/Head of Prep, Bursar and Marketing & Communications Manager are aware of the shortfall and can implement necessary actions.

Assessments and Offers

- Organise testing and interview days/evenings for entry into the College at Prep School, 11+ / 13+/Sixth Form and any testing of casual entrants throughout the year. Support these events and ad hoc visits administratively;
- Liaise with academic staff to prepare examination papers and assessment resources, attend Assessments Days, provide supervision of assessments and organize interviewers;
- Liaise with Subject Leaders and the Deputy Head regarding the setting and marking of test papers and interview scoring;
- Mark the 11+ and 13+ Verbal and Non-Verbal reasoning papers;
- Liaise with the Head and Head of Prep regarding references and offers to applicants after Assessment Days/Interviews in October, January and February and ad hoc assessments.

Generic Responsibilities

- Responsibilities carried by all Support Staff in the College comply with the contract of employment.
- Adhere to Catholic School contractual obligations and expectations regarding support for the College's essential ethos as set out in the contract of employment.
- To follow College Safeguarding and Child Protection policies
- To play a full part in the life of the College community to support its distinctive mission and ethos and to encourage staff and students to follow this example.
- To maintain up to date professional knowledge and personal, professional development
- Any other work as reasonably requested by the Headmaster to ensure the smooth running of the Department and the College

Additional Information

- This is a vital post within the school. The Marketing department works hard to raise awareness of the College and to encourage enquiries: it is the job of the Admissions Registrar to follow up on all enquiries and convert them into places.
- The Admissions Registrar is expected to have a whole school approach and ensure that they understand the importance of school events in relation to termly activities. He/she will also be expected to attend whole school events to gain a thorough understanding of the academic and pastoral experiences that pupils can expect when coming to St Columba's College.
- Provide the Marketing & Communications Manager with up to date admissions information and documents to be uploaded on to the website including prospectuses, admissions forms, scholarships and bursary information and contact details.
- Occasionally deputise for the Marketing & Communications Manager.
- Attend marketing events hosted by potential feeder Prep Schools, promoting the benefits of St Columba's College
- Attend any admissions or relevant marketing related events in the College such as
 - 2 x Prep and 11+ exam mornings (Saturdays in January)
 - 11+ interview evenings (January)
 - 13+ exam and Interview day in February
 - Prep Open Afternoon (February)
 - Prep 5 Transfer Evening (June)
 - Prep Open Evening (June)
 - Open School Working Day –Senior School (June)
 - Senior School new parents and boys Welcome Evening (June)
 - Sixth Form Open Evening (November)
 - New Parents BBQ
 - 6 visits per academic year to other School Fairs (accompanying either the Headmaster, Marketing & Communications Manager or Deputy Head)
 [This is not an exhaustive list].

Confidentiality & Data Protection

During the course of employment, the Admissions Registrar will have access to information of a confidential nature. Under no circumstances may this information be divulged or passed on to any unauthorised person or organisation. In addition, he/she must process the data and personal information in accordance with the terms and conditions of the Data Protection Act 1984 and properly applied to pupil, staff and school business/information.

Physical & Working Environment

Office based with some evening and weekend working as required to complete the calendar of Admissions related events. Visits to other Schools/education fairs will be required.

Safeguarding Children

The appointee's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he comes into contact will be to adhere to and ensure compliance with the School's Child Protection Policy at all times and to attend relevant safeguarding update training including off job and on line courses. If in the course of carrying out the duties of the post the appointee becomes aware of any actual or potential risk to the safety or welfare of children in the School s/he must report any concerns to the Designated Senior Leader.

The Role

- Full time position, 52 weeks per annum with 5 weeks' holiday + 8 statutory bank holidays although flexible working arrangements during the College holiday periods may be considered
- Monday to Friday – 40 hours per week less a one-hour unpaid lunch break but flexibility is required to ensure that the requirements of the role are fulfilled. Attendance will be required at some evening and weekend events throughout the year. There is the ability to take time off in lieu during the school holidays.
- Hours during the school holiday periods will generally will be 9 am to 4 pm but there is flexibility in discussion with the head of department. Flexible working arrangements may be considered during the holiday periods
- Full time equivalent salary will be in the range £34,000 to £38,000 gross per annum dependent upon experience and qualifications. This would be pro-rata'd if an appointment was made based on flexible working arrangements.
- Free lunch during term time.
- Contributory Pension Scheme to which the College contributes 6%.
- Car parking on site.
- Use of gym suite.
- Child Care Vouchers
- Eye Care Vouchers
- Access to 24-hour free Counselling help line