

## Role Profile: Admissions Manager (Maternity Cover)

### Purpose

- The Admissions Manager will be responsible for growing the number of students in our school(s). This will be driven by delivering a distinctive, market leading and 'surprising and delightful' customer experience.
- They will need to establish and inculcate a sales culture and mindset throughout the school starting with the school leadership and admission teams. Ensure the whole school understand their part in the organisations growth strategy through clear communication and interpersonal relationships.
- Overall growth requires focus on both enrolments and retention of existing students.

### Key Accountabilities

- Take responsibility for all aspects of the school's admissions process and pipeline management with a view to optimising conversion at every stage of the pipeline, whilst supporting school teams to ensure retention levels are as high as possible
- Ensure a retention approach exists for all 'transition points' within the school
- Regular reporting & forecasting of data with accompanying insights and actions
- Ensure the digital admissions experience is complemented by excellent follow up to provide a first class service for prospective parents.
- Take the lead on conversion events including personal tours, open mornings
- Ensure our global minimum standards for admissions are met (or exceeded)
- Act as a key brand ambassador for the school, understanding the local market, the school's value proposition, appreciating the needs of parents and pupils
- Develop stretching annual enrolment targets (in conjunction with the Head of Marketing & Admissions and the Head of the school)
- Regularly monitor feedback generated through various mediums (mystery shop, online chat, WhatsApp, Voice of the Parent admissions surveys, et al); and take action to improve the admissions service based on customer insight
- Ensure a fast and quality response to individual parent feedback is given and in line with our published minimum standards
- Build relationships with feeder schools, estate agents, relocation agents, key partners, affiliates and influencers in the local community to support enrolments
- Work closely with the overseas recruitment team and ensure compliance on visas and immigration, regulatory inspections and reporting to the local authority
- Support the Admissions & Marketing team to deliver first class customer experience to internal and external customers/colleagues
- Lead the relationship with external agency's (estate agents, clubs, associations etc)
- Ensure that the department is always appropriately resourced
- Maintain a close and effective working relationship with other key colleagues including the School Operations Manager and SLT, the teaching community and support staff. As well as the POD team, SSC or SCP

## Safeguarding Responsibilities

- To comply with safeguarding policies, procedures and code of conduct
- To demonstrate a personal commitment to safeguarding and student/colleague wellbeing
- To ensure that any safeguarding concerns or incidents are reported appropriately in line with policy
- To engage in safeguarding training when required

## Person Specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> <li>• Be a nice person who is immediately likeable and can relate easily to others</li> <li>• Enjoys and is energised by interacting with others</li> <li>• Able to operate with autonomy and authority – should have good gravitas</li> <li>• Excellent interpersonal and communication skills including the ability to deal with people on all levels with sensitivity, tact and diplomacy</li> <li>• High level of numeracy and the ability to understand, manipulate and interrogate data to understand patterns, trends and gain commercial insight</li> <li>• Ability to manage multiple stakeholders and work well within a team</li> <li>• First class organisational and administrative skills</li> <li>• Ability to remain calm under pressure and work to tight deadlines;</li> <li>• systematic approach to tasks, with attention to detail</li> <li>• Confident and adept in use of Microsoft applications e.g. Word, Excel and various database systems</li> <li>• Good levels of accuracy &amp; attention to detail with own and others tasks</li> </ul>	

<p><b>Experience</b></p>	<ul style="list-style-type: none"> <li>• Overall successful track record but with failures along the way</li> <li>• Prior experience of managing direct customer contact ideally in sales and customer service</li> <li>• Previous experience of working in a complex, busy, service-driven environment</li> <li>• Experience in use of customer database, customer relationship management tools and digital/online platforms</li> </ul>	<ul style="list-style-type: none"> <li>• An understanding of the highly competitive schools marketplace would be an advantage</li> </ul>
<p><b>Other</b></p>	<ul style="list-style-type: none"> <li>• Excellent attendance record</li> <li>• High standards of professionalism</li> <li>• A concern for the reputation of the school</li> <li>• Ability to respond flexibly and adapt to changing and challenging circumstances</li> <li>• Ability to maintain strict confidentiality of information received and process as part of the job role</li> <li>• Ability to set and maintain high standards</li> <li>• Ability to project a professional image for the school</li> <li>• Willingness to undertake appropriate training</li> </ul>	

**Key Stakeholders:**

**Internal – UK Marketing Team, SSC, Teaching Staff, SLT**

**External – Parents, Third Party Contractors, Suppliers**

The Key Accountabilities listed above are not exhaustive and may be varied from time to time as dictated by the changing needs of Cognita. In this case, any significant changes or variations will be consulted with the post holder before undertaking these responsibilities.

To be signed and dated by employee:

**Signed:** .....

**Name (print):** .....

**Date:** .....