

Role Profile: Admissions Manager – Kensington

Purpose

Responsible to:	Head of Admissions & Marketing
Working closely with:	Admissions Officer, Senior Admissions Manager, Principals and SLT
Hours:	37.5 hours p/w

Southbank has 3 campuses and 5 sites; the Admissions Manager role requires them to work across all sites.

Summary

The Admissions Manager plays a vital role within the Admissions & Marketing team, with responsibility for the recruitment and admissions of students to Southbank International School.

This is a highly people-focused role that requires a proactive, hands-on approach with each prospective family. The post-holder will ensure every family receives a warm, personalised, and professional admissions experience — one that reflects Southbank's values and supports our enrolment goals. Building trust, fostering relationships, and delivering outstanding customer service are essential to the success of this role.

As a key representative of the school, the Admissions Manager must demonstrate a deep understanding of Southbank's educational offering; including our curriculum, culture, and unique strengths consistently communicating these with clarity, warmth, and enthusiasm. The Admissions Manager serves as an ambassador for the school and plays a crucial role in shaping positive first impressions.

This role is ideal for someone who thrives in a fast-paced, international environment and brings both strategic insight and operational excellence to the admissions function.

Key Characteristics

- Respects and practises the content of the school mission statement and its core values
- Sees challenges as an opportunity to progress and learn
- Takes ownership of responsibilities and has the courage to seek advice
- Is committed to working collaboratively, sharing generously and supporting others
- Is attentive and committed to high standards and the application of best practice
- Has a positive attitude and the ability to consistently learn and improve
- Embraces honest feedback and sees it as a chance to grow
- Is open-minded, reflective and nurtures respectful and professional relationships with others

Key Accountabilities

Enquiries & Customer Service

- Provide fast, professional, and welcoming service to prospective families via phone, email, and in person.
- Act as a key point of contact, delivering a high standard of care and representing the school positively at all times.
- Develop strong relationships with prospective families to encourage positive word-of-mouth.

Campus Tours

- Lead tailored, in-depth campus tours for prospective families, introducing key staff as appropriate.
- Ensure up-to-date knowledge of school programmes, culture, and events to accurately and enthusiastically present the school.
- Leave all families with a strong, positive impression of Southbank International School.

Admissions & Onboarding

- Review applications and make recommendations for admission or rejection to the school Principals.
- Liaise regularly with Principals and academic staff to support decision-making.
- Inform relevant campus staff of new joiners to ensure a smooth transition.
- Issue formal offers, create and track invoices, monitor payments, and confirm enrolments.
- Support student induction and orientation days.

Events & Marketing Support

- Assist with the planning and delivery of recruitment events such as information mornings and school fairs (may include evenings or weekends).
- Follow up with event attendees to maximise engagement and conversions.
- Stay informed on the school's key messages and ensure they are consistently communicated.
- Maintain awareness of competitor activity in the international school market.

CRM & Data Management

- Support the ongoing use of the Dynamics CRM system.
- Ensure all admissions data is entered accurately and in a timely manner.
- Analyse admissions data and work with the Head of Admissions & Marketing to identify trends and areas for improvement.
- Act as a CRM "super user," training other team members as needed.

Administration

- Assist the Head of Admissions & Marketing in producing regular performance and admissions reports as required.
- Maintaining visa and passport records for all students.
- Provide visa support for non-UK families, ensuring compliance and timely responses.
- Support the Head of Admission with the re-registration, withdrawals, and enrolment updates.
- Liaise with educational consultants to ensure they represent Southbank accurately.
- Contribute to team objectives by meeting admissions targets and engaging in ongoing professional development.
- Carry out other relevant tasks as requested by the Head of Admissions & Marketing.
- Follow best practice Admissions procedures and engage in on-going development and training

Conversion Strategy

- Assist the Head of Admissions & Marketing in developing and implementing student conversion strategies.
- Track and chase outstanding offers, ensuring prompt responses from families.
- Help ensure conversion rates meet or exceed set targets.

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

This job description is liable to variation to reflect changes in the requirements of the post.

Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.

Person Specification

	Essential	Desirable
Qualifications & Knowledge	<ul style="list-style-type: none"> • Bachelor's degree or equivalent in a relevant subject. • Strong working knowledge of Microsoft Office and Google Workspace (Docs, Sheets, Forms, etc.). • Understanding of GDPR, safeguarding, and data protection principles. 	<ul style="list-style-type: none"> • Knowledge of international education systems, particularly the IB, is desirable.
Experience	<ul style="list-style-type: none"> • Experience in an admissions, sales, or customer service role, ideally in an education or international school environment. • Experience working in a high-volume, deadline-driven environment using complex databases. • Experience maintaining and updating CRM systems (preferably Microsoft Dynamics). • Experience handling customer queries, complaints, and challenging interactions with professionalism. 	<ul style="list-style-type: none"> • Understanding UKVI processes and compliance.
Skills & Abilities	<ul style="list-style-type: none"> • Excellent verbal and written communication skills, with the ability to adapt tone and content to different audiences. • Strong organisational and time-management skills with attention to detail and accuracy. 	<ul style="list-style-type: none"> • Fluency in two or more foreign languages • A confident user of iSAMS or other student management systems

	<ul style="list-style-type: none"> • Able to prioritise competing demands and remain calm under pressure. • Proactive and self-motivated, with the ability to use initiative and solve problems independently. Strong interpersonal skills; able to build rapport and maintain positive relationships with families, staff, and external stakeholders. • Data-literate, with the ability to analyse trends and support data-driven decision-making. • Discretion and professionalism in handling sensitive or confidential information. • High level of cultural awareness and sensitivity; able to interact effectively with families from a wide range of cultural backgrounds. • A collaborative, team-oriented approach; able to work independently while contributing to wider team objectives. • Customer-focused mindset with a commitment to delivering an excellent admissions journey from enquiry to enrolment. • Flexible and adaptable, with a willingness to attend events during evenings or weekends (as required). 	
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Key Stakeholders:

Internal – Admissions Officer, Senior Admissions Manager, Principals, SLT and Students

External – Parents, other external agencies

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: