

Head of Student Recruitment, Admissions and External Relations: job description

General responsibilities

A member of senior management, the Head of Student Recruitment, Admissions and External Relations reports directly to the Executive Principal, and has four main areas of responsibility:

- receives, processes, and stores all enquiries for admission to the school;
- maximises the prospects for student recruitment through proactively 'selling' our 'product' to prospective parents;
- through close cooperation with the marketing department, works proactively to raise the school's profile within the local and wider community;
- helps recruit, train and manage members of the admissions department, to ensure effective and efficient use of resources

The success of the role may be measured chiefly by the quantity as well as quality of enrolled students.

Specific responsibilities

Receipt, processing and storing of admissions enquiries and applications

- Manage incoming enquiries from prospective parents, by phone, letter and email, and schedule school visits with members of the senior management teams on each campus
- Ensure as rapid and efficient processing of admissions enquiries as possible so that prospects for student recruitment are maximised
- On the school database, track, manage and analyse all elements of the admissions process, including enquiries, visits, registrations, offers, deposits, starters and leavers, and produce regular reports for the Senior Leadership Team (SLT)
- Respond appropriately and promptly to parental enquiries concerning reasons for rejection of their applications, as well as next-step questions for those accepted and enrolled
- Maintain a flow-through and retention record of enrolled students, with particular attention to access and entry points, to help inform school policies and procedures
- Regularly inform principals of admissions trends so that decisions may jointly be made on class sizes and subject choices
- Advise, in consultation with Westminster senior management team, prospective parents and students on MYP and DP subject choices
- Organise, manage and support Information Sessions on each site, and monitor their effectiveness for student recruitment
- With the SLT, review regularly, and ensure appropriate content and presentation of, our admissions policies
- Regularly review the terms and conditions of the school's admissions policies, as well as the parent contract
- Manage re-registration procedure and process

The 'selling' of our 'product' to prospective parents

- Take initiative to remain in close touch with all interested parents, and attempt to persuade them of the benefits of enrolment
- Improve internal and external customer relations at every available opportunity
- Maintain excellent knowledge of school practices, procedures and policies so that parents make fully informed decisions
- Respond to all admissions enquiries promptly, warmly, efficiently and effectively
- Conduct, and keep record of, full enquiries for reasons prospective parents decide not to choose Southbank, and keep in touch with these parents until all prospects for immediate recruitment are lost
- Monitor admissions policies and trends of, and general developments in, competitor schools

Help to raise the school's profile within the local and wider community

- Work closely with the marketing department to ensure there is full cooperation and a tight join between 'sales' and 'marketing'
- Take initiative to attend external, and organise and host in-house, recruitment events
- Forge close relations with UK potential feeder schools, and Cognita prep schools in particular
- Establish and remain in close touch with relocation agencies and educational consultants to ensure school has high profile with them and the wider community
- Arrange correspondence with former schools to inform them of the welfare of their former students now at Southbank, and strengthen Southbank's ties with them
- Partly through personal visits, maintain close links with key employers and institutions in which prospective parents work, as well as schools from which students may be recruited to Southbank
- Develop alumni database and contacts with the school, and alumni networking and social functions

Leadership and management of department

- Train and secure excellent working practices of admissions staff
- Ensure personal skills of all members of the department are developed and exercised to enhance student recruitment
- Appraise and monitor performance of admissions staff
- Maintain excellent team dynamic and morale of admissions staff
- Ensure all admissions staff are following all parts of their job descriptions

Personal qualities and skills needed for the position

- Leadership by example
- Superb personal skills, with the ability to converse confidently, professionally and diplomatically with the full range of characters, including on the telephone
- Excellent written and oral communication skills
- Natural attention to detail, and inclination to record accurate and precise data
- Very high motivation, and work ethic, driven by belief in the quality of the 'product'
- Commitment to the maintenance of the highest standards of professionalism
- Excellent administrative skills, and an ability to prioritise effectively
- Natural inclination to take initiative and be proactive
- Very good IT skills, including full knowledge of Excel, Word and school's MIS
- Willingness to be involved in wider life of the school

This job description is liable to variation to reflect changes in the requirements of the post. The job holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact, will be to adhere to and ensure compliance with the School's Safeguarding Policy including Child Protection Procedures, at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Child Protection Officer or to the Executive Principal so that a referral can be made accordingly to the local authority social services.

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