



## Job Description – Head of Admissions

### Purpose of job:

The Head of Admissions will work alongside the Head and other key staff to promote the Vision, Aims and Ethos of our School to prospective parents. They will be responsible for overseeing the whole admissions process, ensuring a seamless, professional, welcoming and supportive journey, building an excellent rapport with prospective parents. The Head of Admissions will ensure effective line management of the Admissions Officer and foster positive relationships with colleagues and all external stakeholders. They will work closely with the marketing team to help inform branding and marketing decisions to best attract and retain pupils to St Michael's.

### Line Manager:

- The Head

### Responsible to:

- Senior Leadership Team (SLT)
- The Governing Body

### Other key relationships:

- Admissions Officer
- Head of Marketing
- Head of Pre School
- Prospective families
- Parents
- Pupils
- Colleagues

### Key Responsibilities:

#### Strategy

Develop and implement a creative, relevant and data driven admissions strategy to ensure all entry points grow and pupil numbers are sustained, utilising an awareness of market intelligence and sector developments to determine best practice.

Review and develop a tactical pupil recruitment plan, identifying key areas for growth and potential pupil recruitment, using data analysis to provide SLT with insights to inform strategic planning.



## End to End Admissions activity and data

Regularly review the Admissions Policy to confirm that processes, systems, documentation and our website ensure an effective admissions process is in place which is compliant with legislation and best practice, including the requirements set out in relation to visa regulations.

Manage the end-to-end admissions process from first call through to a child's first day, providing a strong, efficient and personalised service: maintaining a connection with the families throughout their St Michael's journey, demonstrating a seamless and professional service throughout.

Manage the Admissions Register to include all leavers and joiners, in line with GDPR, Independent Schools Inspectorate (ISI), Department for Education (DfE) and Local Authority regulations and guidance, liaising with all relevant parties as required.

Forecast pupil numbers for each academic year to inform school budgets and monitor pupil numbers to ensure they do not exceed the Department for Education's (DfE) roll limit for the school.

Effective use of the school's Management Information System to provide current, relevant and accurate data to inform decisions, forecasting and planning, and to assist with data and reporting provided to the Head, SLT and Governors.

In conjunction with the Head and the Director of Finance and Operations manage bursary applications.

## Communication and Events

Foster and nurture positive working relationships with all key stakeholders in the school and wider community, promoting a positive and welcoming culture amongst all staff, and actively contribute to the life of the school.

Work together with the Head of Marketing to plan, organise and implement various admissions / marketing events, such as Open Mornings and Senior Schools Fairs, maximising opportunities to promote pupil recruitment and retention.

Oversee, organise and host effective admissions events, conducting tours and working with the Admissions Officer to manage the tour calendar, allowing for flexibility for international families and those travelling from a distance.

Manage all communications with families delivering an excellent, efficient and effective service, ensure tour information is up-to-date, relevant and consistent for prospective families and St Michael's staff.



St Michael's Prep School  
The Joy & Wonder of Learning





## Management

Effective line management of the Admissions Officer, ensuring they are supported and challenged to deliver the high standards of the admissions team and provided with suitable professional development opportunities. Manage the priorities of the admissions team to ensure an efficient and manageable workload.

Manage the admissions budget efficiently, seeking opportunities to maximise the promotion of the school to prospective families and establishing a good return on investment.

Develop strong relationships with colleagues across all aspects of school life, acting as a role model supporting the values and ethos of the school and maintain required levels of confidentiality.

Participate in training as part of career development, statutory requirements or in support of the school development plans in line with school needs.

Be in school during the hours as are necessary to effectively discharge all professional duties and maintain an appropriate and professional standard including personal appearance.

To have regard to the health and safety of all children, staff, parents and visitors to the school and contribute to the safeguarding and welfare of all children, maintaining a safe environment where children feel able to share safeguarding concerns.

*The postholder may be required to perform duties other than those given in this job description for the post. The duties and responsibilities attached to the post may vary from time to time without changing the general character of the duties or the level of responsibilities entailed.*