



Job Title	Admissions Manager
Date	March 2025
Department	Marketing, Admissions and Communications
Reports to	Director of Marketing, Admissions and Communications

Purpose of the Role
<p>The Admissions Manager will support the Director of Marketing, Admissions and Communications (DMAC) to successfully manage all aspects of the administration and relationship management of the student admissions process for the school from first enquiry to joining the School.</p> <p>The Admissions Manager will be sales focused and is primarily responsible for the smooth running of the entire admissions process from Nursery to Sixth Form from initial enquiries through to registration and eventual enrolment. As the main point of contact for prospective parents, the Admissions Manager is required to be knowledgeable about the School and be able to respond to queries quickly and efficiently. They will build strong and lasting relationships with key stakeholders, delivering on objectives to ensure that Ackworth School operates at full capacity.</p> <p>They will maintain a constant turnaround of day and boarding expressions of interest and applications throughout the year and will plan and coordinate tours, taster days and other parental and student visits. The Admissions Manager will assist the Director of Marketing, Admissions and Communications (DMAC) and the Marketing, Recruitment and Events Manager (MREM) in the planning, preparation and execution of key admissions-related public events, such as Open Mornings and will provide regular updates to the Head and DMAC on the admissions pipeline.</p> <p>The postholder will work within a small team delivering marketing and communications functions for the school. This is a dynamic, forward looking organisation and this post will suit a personable, well organised and methodical individual seeking to continue their career in a busy and inspiring role.</p>
Departmental Information
<p>The Marketing, Admissions and Communications department is responsible for attracting new pupils to the School; converting enquiries into admissions, retaining existing pupils, managing relations with alumni, working closely with the Head of Ackworth School and School Committee in generating non-fee-based income and managing all aspects of the School's brand and marketing messaging.</p> <p>The department comprises three other staff who work across admissions and marketing.</p>

Main tasks and responsibilities

- Manage the enquiry 'pipeline' by receiving, accurately logging and responding in a personable and timely manner to all enquiries.
- Develop personal rapport with prospective families, including regularly keeping in touch throughout the application process and following up on queries. Keep prospective parents up to date with the progress of their application, and informed about School events and news to cultivate their interest and feeling of welcome into the school community.
- Ensure a professional and welcoming admissions process for domestic and international prospective pupils and parents providing prompt follow up and progress through the admissions pipeline.
- Conduct meetings and interviews with prospective families and make recommendations to the Director Marketing, Admissions and Communications.
- Schedule personal visits with the Head and lead tours around the School for prospective families.
- Process application forms promptly, requesting any missing information or documents.
- Log parent and student data into the HubSpot and iSAMS databases, and ensure all enquiries, visits and registrations are accurately recorded and updated throughout the admissions process and appropriately followed up.
- Arrange academic testing as required.
- Ensure a smooth transition from prospective student to current student, preparing and issuing helpful joining information and organising taster days.
- Liaise with previous schools and referees as necessary, including requesting transfer of all required information.
- Produce weekly enquiry status and new enquiry pipeline information reports for the Director of Marketing, Admissions and Communications.
- Ensure compliance with all relevant UK visas and immigration legislation and maintain appropriate documentation.
- Assist with and guide overseas parents with Visa requirements.
- Working closely with the DMAC and MREM to design and deliver highly effective open days and recruitment events in school.
- Assist in the co-ordination and processing of bursaries, scholarships and other financial awards in liaison with the Finance Manager and Director of Finance and Operations.
- Represent the School at recruitment events both in the UK and overseas, ensuring that enquiries are followed up promptly.
- Make appropriate referrals to the Senior Designated Person for Safeguarding.
- Be aware of all aspects of safeguarding and attend relevant training.

Person Specification
Educational Attainment and Qualifications <ul style="list-style-type: none"> • Qualified to degree level and/or relevant experience - Independent school admissions/UKVI compliance is desirable.
Experience, Knowledge and Skills
Essential
<ul style="list-style-type: none"> • Able to deliver excellent customer service and relationship management to support and guide families through all stages of the admissions process. • A diplomatic and patient approach when dealing with a wide variety of people and gathering information from a number of sources. • Strong IT skills: highly proficient with Microsoft Office, Excel, PowerPoint, Google Docs. • Hardworking, driven and flexible and good at dealing with a multi-faceted workload. • An enthusiastic and positive attitude. • Excellent communication skills, both written and oral. • Highly literate and numerate, with strong appropriate IT skills and a keen eye for detail. • The candidate must be flexible and prepared to both travel nationally and internationally as necessary and work out of regular hours where necessary.
Desirable
<ul style="list-style-type: none"> • Experience or an understanding of working in school admissions, preferably in the independent sector. • Experience of UKVI compliance. • Knowledge of working with admissions systems and CRM tools such as iSAMS and Hubspot. • Experience of working in a sales or public relations environment.

Ackworth School is committed to safeguarding and promoting the welfare of children and young people. All staff and volunteers are therefore expected to behave in such a way that supports this commitment. All staff are required to understand and adhere to the Schools Health and Safety policies.

Job descriptions may be subject to review from time to time and can be altered or amended to meet the changing requirements of the School. They are not designed to limit the extent of the role but instead to outline the main tasks and responsibilities.