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JOB DESCRIPTION

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| Job Title: | Admissions Manager |
| Reporting To: | Direct report: Headmaster Cumnor House Boys', Head Mistress Cumnor House Girls' Dotted Line report: Cognita UK Marketing & Admissions Manager |
| Department: | Admissions |
| Working hours: | Full time, Monday – Friday 8.15am to 5.15pm. Some occasional evening and weekends working required. |
| Checks: | Enhanced DBS, Overseas Checks and Employer References |

The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and 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/Designated Safeguarding Lead or to the Head or indeed to the Regional CEO so that a referral can be made accordingly to the relevant third party services. The School is committed to safeguarding and promoting the welfare of its pupils and expects all staff to share this commitment. The successful applicant will be subject to an Enhanced DBS check.

Training and experience

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| Training will be provided on: | Portal / SIMs databases, Global Admissions Dashboard/ Cognita Admissions Process, Customer Experience Workshops and training, Content Management System to manage content of admissions specific pages on the website |
| Languages | English |
| IT knowledge | Databases/ Microsoft Office Suite |
| Experience | Sales or Customer Service background |

Working with us

Cumnor House School has a longstanding reputation earned over many decades of excellent academic results and achievements in sports, music and the arts. Consisting of two outstanding co-educational nurseries, an IAPS preparatory boys school in South Croydon and an ISA preparatory girls' school in the Purley area it educates children between the ages of 2 and 13 years. Cumnor House School is part of Cognita Schools Limited. Achieving more than you believed possible – that's what constitutes a quality education. At Cognita it is what we strive for in our schools. We want it for our children, and we want it for the people who work for us. Since Cognita's launch in 2004, we've built an international network of 67 schools that serve some 30,000 pupils across seven countries in the UK, Europe, Latin America and South-East Asia. Our international network of schools and regional offices, combined with our ongoing investment in the professional development of our people, means we can offer first-class career opportunities with a global dimension. If you want to take your career further, we want to support you in achieving that goal within Cognita.

Job Summary

The purpose of the role is to oversee the programme of admissions of new students to the Cumnor House Group of Schools to maximise quality enrolments and deliver an outstanding customer experience for parents and pupils. To act as a key brand ambassador for Cumnor House, understanding the local market, the schools' value proposition, appreciating the needs of parents and students and in doing so, together with the Admissions Officer manage a programme that effectively sells the schools and converts admissions prospects into strong advocates of Cumnor House.

Key Responsibilities

Admissions Programme Management

- Embed and fully own the end-to-end programme for admissions management ensuring, that standards reflect the 'Cognita Best Practice Admissions Experience' at every touch point and interaction between prospective families, the schools and the various admissions offices
- Set and monitor KPIs for admissions management for each campus, including enrolment targets, pipeline conversion targets and customer experience quality measures
- Evaluate continually and redesign where appropriate all aspects of the admissions and supporting marketing programme with the goal of maintaining a capacity enrolment of qualified students and a wait-list of qualified applicants for each campus and each grade
- Oversee the Admissions Officer, creation of the admissions related budget and (with marketing manager) development of appropriate admissions related marketing materials, mailings and publications
- Oversee the admissions programmes and customer experience delivered at each Cumnor House campus, ensuring that Admissions Officer and school faculty are adhering to defined processes and procedures to deliver a first class service for prospective families
- Own the digital admissions experience, ensuring that the relevant areas of the Cumnor House website and associated digital communications reflect a first class customer experience
- Regularly monitor and report on admissions KPIs and pupil forecasts, taking action to address projected gaps in enrolment by working in partnership with marketing manager, Admissions Officer and Heads on intervention strategies / tactics
- Regularly monitor the feedback generated through the *Voice of the Parent* admissions surveys; responding to individual parent feedback where required and taking action to improve the admissions service based on customer insights
- Manage the annual programme of school open days, working closely with each Head and SLT to design a first class customer experience for every event which builds on established best practice
- Build relationships with key partners, affiliates and influencers in the communities locally to support enrolments across the group of schools
- Organize and administer, with the head of each school and the Business Manager, the programme for scholarships and financial aid

People Management

Lead, motivate and manage the Admissions Officer – Girls and Front of House team to deliver first class customer service to internal and external customers.

- Jointly with Heads, recruit and line manage Admissions Officer and Front of house staff to ensure that the department is appropriately resourced at all times
- Jointly with heads, set annual, monthly and weekly targets for admissions personnel, monitor performance and take appropriate action where performance fall below expected levels
- Devise appropriate training for admissions personnel to enable the team to function at the highest possible level in all areas of responsibility
- Ensure that the Admissions Officer is fully engaged with all aspects of school life

Other

- Any other duties, as required regularly or occasionally, to ensure the smooth running of admissions and the Schools

Principal working relationships

Internal

- Headmaster, Cumnor House Boys School and Nurseries
- Headmistress, Cumnor House Girls School
- Admissions Officer
- Marketing Manager, Cumnor House School
- Business Manager, Cumnor House School
- Cognita UK Marketing & Admissions Manager & Marketing & Admissions Director

External

- Prospective and current Parents/Carers
- Community groups
- Local businesses and International Agents

Person Specification

Skills Required

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| Excellent interpersonal and communications skills including the ability to relate well to people on all levels with sensitivity, tact and diplomacy | Essential |
| First class organisational and administrative skills, with the ability to remain calm under pressure and work to tight deadlines; systematic in approach to tasks, with attention to detail | Essential |
| Evidence of a pro-active approach to planning and prioritising work, with the ability to use initiative appropriately | Essential |
| Able to maintain a high work rate and to juggle a range of tasks and competing priorities | Essential |
| Excellent ICT skills e.g. confident and adept in use of Microsoft applications e.g. Word, Excel and database input | Essential |
| Excellent command of written and spoken English | Essential |
| High levels of accuracy and attention to detail with own tasks and in overseeing the work of others | Essential |
| Excellent telephone manner and ability to deal with callers and visitors in a calm and courteous way | Essential |
| Sufficient numeracy to deal with statistical data | Essential |

Knowledge Base

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| Knowledge of office management processes | Essential |
| Knowledge of independent schools | Desirable |
| Knowledge of safeguarding and child protection | Desirable |

Qualifications/Attainment

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| Educated to a least A Level, degree preferred | Essential |
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Experience

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| Prior experience of managing direct customer contact ideally gained in a customer service role | Essential |
| Previous experience of working in a complex, busy, service-driven environment | Essential |
| Experience in use of customer database, customer relationship management tools and digital / online platforms | Essential |

Attitude/Approach

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| Personal integrity, honesty, energy, stamina, enthusiasm, resilience, creativity | Essential |
| Commitment to personal development and life-long learning | Essential |
| The ability to work unsupervised and to prioritise work during peaks of commitment | Essential |
| The ability to work as part of a team and to assist others where required | Essential |
| Well-presented appearance and professional manner | Essential |
| Understanding of the importance of confidentiality | Essential |

The post holder is expected to:

- Ensure a thorough awareness and practical application of the policies and procedures for Cumnor House School
- Operate safely in the Cumnor House School workplace and at external facilities, maintaining a high standard of Health and Safety practice
- Behave professionally at all times and maintain confidentiality of information

Values Based Behaviours - The behaviours associated with our company values

- Excellence
- Respect
- Integrity
- Collaboration
- Accountability

Remuneration

- Competitive Salary
- Contributory Pension Scheme
- Professional development
- School fee discount
- 25 days Holiday plus Bank Holidays

Signed: **Date:**.....

Printed Name: