



FORRES SANDLE MANOR

ADMISSIONS MANAGER

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Forres Sandle Manor (FSM) are seeking to recruit an experienced Admissions Manager. Set in the New Forest, Hampshire FSM is an excellent independent co-educational school for children aged 2-13 which has been established for 140 years. The admissions manager will work closely with the Director of Finance and Operations, Head and Marketing Executive and will have responsibility for all aspects of pupil recruitment from enquiry to enrolment.

Applicants will need to be excellent communicators with a proven ability to build relationships, able to plan and prioritise their workload, be able to analyse data and provide up to date and timely admissions information.

Previous experience in school admissions within independent schools, with knowledge of overseas and local recruitment is desirable, but not a requirement.

This is an exciting sales and target driven role vital to the school's development and growth.

RESPONSIBILITIES AND DUTIES

This opportunity will be a stimulating challenge for someone highly motivated who has the skills and experience to drive growth and pupil recruitment. The role will provide the successful applicant with the opportunity to be creative and imaginative in identifying new and interesting strategies for pupil growth and retention.

The successful candidate will need to be able to:

- Create and execute a seamless process to ensure provision of the highest quality admissions and registration process, with due regard to legal processes.
- Keep up to date with trends and developments in the independent and boarding sectors.
- Have knowledge of HubSpot or similar CRM systems.
- Propose and trial innovative admission ideas.
- Have a sound understanding of boarding and overseas recruitment.
- Identify, nurture, and ultimately convert parental interest in FSM, using advanced client relationship management skills.
- Maintain and build relationships with all stakeholders, including external and international educational recruitment agencies.
- Liaise with external bodies, such as embassies, the British Council, UKVI and education providers, to support pupil recruitment and foreign study programmes
- Manage the pipeline of prospective interest effectively, efficiently and proactively

- Identify parent opinions/perceptions and recommend, or make, appropriate adjustments throughout the admissions process.
- Take ownership and accountability for admissions' results and school numbers, providing necessary data to the Head and Director of Finance and Operations for regular forecasts and updates.
- Manage enquiry data on the management information system (SchoolBase).
- Work closely with relevant staff members to ensure that all admissions admin is meticulously completed for all elements of the admission process.
- Liaise with the Finance team, as necessary, to ensure appropriate financial assistance is granted to pupils in need and that accurate billing is carried out.
- Continuously drive new business and find innovative ways to market and publicise
- Plan, prepare and execute key admissions-related public events, such as open mornings, exhibition events and open days, nationally and internationally
- On occasion, represent the school at home and at overseas exhibitions, fairs and seminars.
- Ensure advance copywriting and editing of marketing material.
- Oversee website management and social media platforms, to support the schools' social media profile and improve the marketing advantage.
- Have the ability to plan and think strategically.
- Be aware of the current requirements for Safeguarding pupils.

PERSON SPECIFICATION

To work effectively in this appointment, candidates will need to be highly organised and self-motivated. The successful candidate will need to be sales focussed whilst balancing the best interests of the school and applicant.

They must also be able to manage complex projects within strict budgets and at times, demanding timetables. An ability to negotiate would be advantageous, as would a clear grasp of the practicalities and potential of IT in the business environment.

Specifically, the Admissions Executive requires mature personal qualities to enable them to work successfully, and in harmony, with their numerous stake holders , namely: the Governing body, the Head and Director of Finance and Operations. Candidates must have first-class communication, presentation and people management skills and demonstrate emotional intelligence skills.

Candidates must have commercial acumen, showing good negotiating skills, coupled with analytical skills and the ability to think strategically. They must be able to translate strategy into practical reality, be empathetic towards the ethos and principles of FSM and understand the needs and challenges facing independent education in this day and age.

It is particularly important that the candidate possesses imagination, the ability to be innovative and comes with a good sense of humour and can operate with tact, discretion, and patience.

Original certificates will be required as proof of qualification.

All other attributes will be assessed using the contents of the Application Form, at interview, and with professional references.

All members of staff are required to promote and safeguard the welfare of children they are responsible for, or come into contact with, and to adhere to, and ensure compliance with, the schools' child protection procedures and staff guidance at all times. Forres Sandle Manor is an equal opportunities employer.

HOURS OF WORK

This is a full time role (calendar year), 40 hours per week 8.00am – 5.00pm Monday to Friday. There may be some requirements for Saturday working in respect of admission-related public events.

The above job description is a broad outline only. Other duties appropriate to the post may be allocated following discussion and any training identified will be given as required.

To apply please go to the school's website and download an application form from the vacancies section which is to be completed and returned to jcameron@fsm.school.com