



WESTHOLME

Job title:	Admissions Officer
Contract Type:	Fixed Term - Maternity Cover
Salary:	£28,000 per annum
Hours:	40 hours per week
Working Weeks:	Full Year
Reporting to:	Head of Admissions
Start Date:	As soon as possible

Purpose of the Job

The Admissions Officer will be sales focused and is primarily responsible for pupil recruitment and the admissions process. They will build strong and lasting relationships with prospective parents and pupils, delivering on objectives to ensure the School operates at full capacity. They shall ensure that all enquirers and applicants receive a positive impression of the School. As a prominent public representative of the school, they will excel in customer service and be a firm believer in the ethos of the School.

The Admissions Officer will play a key part in the planning, preparation and execution of key admissions related public events, such as Open Mornings, exhibition events and Taster Days. They will provide regular updates to the Senior Leadership Team (SLT) on applications.

The Admissions Officer will work closely with internal teams to develop and foster effective working relationships with academic and support colleagues.

This is a crucial post which is key to the continued growth and development of the School. It is essential that the Admissions Officer has excellent communication skills, both verbal and written, is able to maintain a high level of efficiency and be calm, confident and professional with a variety of audiences.

The Admissions Officer is expected to have a whole school approach and ensure that they understand the importance of school events in relation to termly activities. They will also be expected to attend whole school events to gain a thorough understanding of the academic and pastoral experiences that pupils can expect when coming to Westholme.

The Admissions Officer will have a high level of accountability with the key measures of success, being measured against the effective response to new enquiries and their conversion to parent visits and registrations, along with the flow of pupils between the individual year groups through developing good relationships with all stakeholders.

Areas of Responsibility and Key Tasks:

The post holder will enhance the standing and reputation of Westholme School, articulating our position as a leading educational institution. The Admissions Officer will be responsible for the admissions process from the initial enquiry until the pupil joins the school. This process will include responsibility for ensuring the entire database is fully utilised to allow relevant records to be accurate and up to date. The statistics generated will help the School to assess the extent to which the strategies employed are useful.

The aim is to secure pupil enrolment through:

1. Enquiries

- To provide an approachable and welcoming response to enquiries concerning pupil admissions
- To oversee the admissions process from enquiries through to visits, assessments, offers and enrolment including all general questions, administration and school communications: building up a good relationship with families
- Build and maintain for as long as necessary an inclusive relationship between the School and prospective families, identifying any point of interest, ensuring that swift communication is employed
- Provide information about the School and its mission to everybody who enquires, either by phone, email or face-to-face
- Gather comprehensive information about each contact with a family in order that the admissions database can be kept up to date throughout the entire process
- Log all enquiries on the School's Management Information System
- Maintain effective tracking of new enquiries/applicants through each stage of the admission process: enquiry, pre-application, application, decision (fee payment), enrolment and admission

2. Visits

- To manage School tours, book appointments for parents, and liaise with key staff to facilitate the visits
- Greet families when they visit the School
- Ensure relevant information about visiting families is made available to the SLT prior to their visit
- Follow up all visits by appropriate methods of communication

3. Applications

- To ensure that the School's admissions practices and procedures are up to date, compliant with all relevant regulations and effectively implemented and that they are seen as dynamic systems that are continually kept under active review
- To liaise with feeder and primary schools to build up relationships and request information on applicants where needed
- Assist the SLT with the process of making offers, maintain records of responses, regularly update the SLT on responses received and initiate appropriate follow up to responses
- To carry out the work involving the application for Scholarships at all levels, internal and external.
- Help to organise events such as scholarship assessment days, new Pupil Afternoon, and new Parents' Evenings
- Work evening/weekends as and when required
- Ensure that parents of new pupils receive relevant documentation; assist with form allocation and prepare pupil induction materials as required; and provide relevant teaching staff with the required documentation relating to new pupils and their induction
- Maintain proactive and timely communication with families throughout the admissions process, notifying all scholarship candidates of specific arrangements
- Liaise with the accounts department regarding applications and advise with regard to payment of registration fees, deposits, and monies paid
- Follow through every application to the point of final acceptance or withdrawal of interest by

reviewing application forms, ensuring that all relevant documentation of received, arranging and supervising testing where appropriate

- Contact all applicants on a regular basis with regard to the status of their application, after discussion with SLT

4. Measurement, Analysis and Forecasting

- To record all option choices from prospective students, ensuring that the information is in place to for new students to be added to the timetable and into appropriate sets
- To ensure that year lists are accurate and up to date at the beginning of each academic year and throughout the year as change occurs
- To ensure that the Accounts department are made aware of all changes to the School Roll as joiners and leavers are confirmed

This list is not exhaustive but rather an indication of the main requirements of the role.

Safeguarding Children

In accordance with the school's commitment to adhere to the Department for Education's Keeping Children Safe in Education and all other relevant guidance and legislation in respect of safeguarding children, the Admissions Officer will be required to demonstrate your commitment to promoting and safeguarding the welfare of children and young people in the school.

Confidentiality

During the course of employment, the Admissions Officer will have access to information of a confidential nature. Under no circumstances may this information be divulged or passed on to any unauthorised person or organisation.

Data Protection

During the course of employment, the Admissions Officer will have access to data and personal information that must be processed in accordance with the terms and conditions of the Data Protection Act 2018 and properly applied to pupil, staff, and school business/information.

Person Specification

Admissions Officer		
Requirements (based on the job description)	Essential (E) or desirable (D)	To be identified by: application form (A), interview (I)
Experience/Knowledge/skills/abilities		
An understanding of the principles of sales and a knowledge of marketing	E	A/I
Excellent customer service skills	E	A/I
Sufficient numeracy skills to deal with statistical data and possess strong analytical skills	E	A/I
Excellent interpersonal and communication skills	E	A/I
Flexibility and reliability	E	A/I
Ability to work in an organised and methodical way	E	A
Excellent time management skills	E	A
A proactive approach to work; have personal integrity and the drive to do what is best for the pupils and the School	E	A
Excellent IT skills, particularly with Microsoft Excel	E	A/I
Be able to communicate succinctly and effectively both orally and in writing	E	A/I
Be an effective problem solver	E	A/I
Ability to work as part of a team	E	A/I
Demonstrate discretion and tact	E	A/I
Experience with School Information Management System (SIMS)	D	A/I
Other		
Commitment to safeguarding and protecting the welfare of children and young people	E	I
Commitment to equality and diversity	E	I
Commitment to health and safety	E	I
Willingness to work occasionally outside of contracted hours	E	I

Applicants who have any questions can email HR, HR@westholmeschool.com

Westholme School is committed to safeguarding and promoting the welfare of children and all staff must share this commitment – please refer to our Safer Recruitment and Safeguarding policies on the website.

Westholme School is committed to equality of opportunity in all areas of its work. All individuals will be treated in a fair and equal manner and in accordance with the law regardless of gender, marital status, race, religion, colour, age, disability or sexual orientation.