

## Job Description

<b>Job Title:</b>	13+ Admissions Manager
<b>Hours of Work:</b>	37.5 hours per week/52 weeks
<b>Department:</b>	Marketing and Admissions
<b>Accountable to:</b>	Registrar
<b>Number of direct reports:</b>	
<b>Budgetary responsibility:</b>	
<b>Location:</b>	Stowe School
<b>Purpose of the role:</b>	Supporting the Group Director of Marketing & Admissions, the Registrar and the Marketing and Admissions team, with responsibility for 13+ pupil recruitment and the customer journey, from initial enquiry to the pupil joining the School.
<b>The Stowe Group</b>	
<p>The Stowe Group of schools (Stowe, Swanbourne House and Winchester House) was created in January 2021 and is situated on three separate sites in Buckinghamshire and Northamptonshire. Across the three schools, The Stowe Group offers education for boys and girls from 3-18 years. Within The Stowe Group there are more than 1,500 pupils and 850 colleagues. The Schools occupy sites of historical significance in Swanbourne, the market town of Brackley and the world-famous landscape gardens at Stowe, where we work with The National Trust to manage 880 acres and open the grounds to over 200,000 visitors a year. Stowe House is open to the public during the School holidays and for guided tours during term time. The Stowe Group is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. In 2021, The Stowe Group launched its transformational and substantive Change Makers vision and Change 100 programme.</p>	
<b>Vision &amp; Ethos</b>	
<p>We are Change Makers</p> <p>Stowe stands in the most sublime setting of any school in the world. Historic buildings, landscaped gardens and the very spirit of the Enlightenment sit at the heart of its founding. But, as this remarkable landmark enters its second century as a leading public school, we believe that beauty and tradition are not enough: our future vision for the School embraces change, uncertainty and the challenges that will face our pupils not just during their academic careers, but throughout the rest of their lives in a world which is increasingly complex and ambiguous. Within that volatile environment we see our pupils and staff as Change Makers. They will make a lasting impact not only while they are here at Stowe, but, perhaps more importantly, in the wider world. The history of this place, both as a stately home and as a pioneering school remains important to our mission of education, and at the heart of a Stowe education remains intellectual enquiry, academic curiosity and a love of learning. We strive for a balance of rights and responsibilities, equality and inclusion and to treat each pupil and member of staff as an individual. Our vision is inspired by a history of progressive thinking, and has been developed through collaboration with our pupils, parents, teachers, support staff, governors and alumni. Yes, we teach pupils how to excel in exams, but we also teach them how to collaborate, how to solve problems and how to think critically. Stowe is educating a generation of Change Makers ready to transform the world.</p>	

The Group's talented and committed workforce is one of our greatest strengths. We are committed to fostering team engagement, attracting, mentoring, developing and retaining our best teachers and support staff. We focus on employee wellbeing, provide opportunities for professional growth and we create a culture of community and partnership.

**Key Tasks:**

- Manage initial incoming admission enquiries to the School and manage the Admissions email inbox, responding and distributing emails to the appropriate members of the Marketing & Admissions team.
- Respond to 13+ and 14+ admissions enquiries - provide information about the School and its mission to everybody who enquires, either by phone, email or face-to-face in a timely manner.
- Build and maintain, for as long as necessary, an inclusive relationship between the school and prospective families, identifying any points of interest, ensuring that swift communication is always employed
- Coordination of private tours for prospective families ensuring all relevant information is gathered beforehand and entered onto ISAMS.
- Ensure that school reports, Ed Psych reports and confidential references are collected for registered applicants.
- Liaise with the Registrar to ensure timely and personal follow ups following private tours and Open Days.
- Ensure the best possible first impression of the School and 'customer experience' for all visiting parents.
- Work with the Marketing Manager to create a seamless 'onboarding' experience for Stoics and their parents (using the Parent Portal to gather and distribute post confirmation information).
- Maintain effect tracking of new enquiries/applicants through each stage of the admission process on iSAMS and the new Pupil Entry spreadsheet, ensuring that enquiry, registrations, and deposit payments are accurately recorded.
- Liaise with finance to ensure funds are received at the relevant stages of the admissions process including the issue of the first fees invoice.
- Manage confirmed new pupil process, ensuring all necessary paperwork (including contractual paperwork) and information is obtained and shared with appropriate departments before the first day to ensure a smooth start at the School.
- Build effective relationships with Prep Schools.
- In conjunction with the Registrar and Marketing Manager ensure the prospectus and recruitment literature is accurate and kept up to date.
- Liaise regularly with the Registrar and Group Director of Marketing on potential gaps in pupil recruitment.

- Work with the Group Director of Marketing & Admissions to create a first-class customer journey for prospective parents. Regularly reviewing the dynamic process to ensure procedures are up to date, compliant with all relevant regulations and effectively implemented.
- Top and tail Private Visits when the Registrar is unavailable due to Prep School Visits or Overseas Travel.
- Any other duties that are reasonable to ensure the work of the Marketing and Admissions Office is completed effectively.

**Person Specification:** The selection of candidates for short-listing will be based on this specification and candidates should bear this in mind when preparing their application and completing the application form

Attributes	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>• Strong numeracy and literacy skills</li> </ul>	
Specialist Skills and Experience	<ul style="list-style-type: none"> <li>• An understanding of the principles of sales and marketing</li> <li>• Demonstrate ability to deliver targets</li> <li>• Experience in customer-facing roles</li> <li>• Ability to understand and interpret data in spreadsheets and reports to provide accurate and useful forecasts and management information</li> <li>• Good general ICT skills, including Microsoft Office and CRM databases</li> <li>• Ability to build effective working relationships with children and adults</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in working in an educational setting</li> </ul>
Personal Qualities	<ul style="list-style-type: none"> <li>• Ability to work in a fast paced environment</li> <li>• Excellent organisational skills</li> </ul>	

	<ul style="list-style-type: none"> <li>• Meticulous attention to detail</li> <li>• Excellent verbal and written communication skills</li> <li>• Reliable and flexible with a 'can-do' attitude</li> <li>• Discretion, sensitivity, and diplomacy, to help build good relationships with external and internal stakeholders</li> <li>• Commitment to promoting the ethos and values of the school</li> <li>• Commitment to always maintaining confidentiality</li> <li>• Commitment to safeguarding pupil's wellbeing and equality</li> <li>• A proven ability to prioritise and organize self and others</li> <li>• Resilient and able to cope with the rigours of a busy environment</li> </ul>	
<p>This job description and Person Specification reflects the present requirements of the post and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post holder</p>		
<p><b>Date Agreed: April 2024</b></p>		

**Our Values**



**Value scales:**

This value is the least important to the role	This value has some significance to the role	This value is desirable to the role but not essential	This value is important to the role	This value is essential to the role
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

**In the role of Admissions Manager we are looking for Change Makers who are (please highlight as appropriate):**

<b>Professional:</b>	1	2	3	4	5
<b>Creative Problem Solvers:</b>	1	2	3	4	5
<b>Kind:</b>	1	2	3	4	5
<b>Flexible:</b>	1	2	3	4	5
<b>Collaborative:</b>	1	2	3	4	5
<b>Communicator:</b>	1	2	3	4	5