

# Role Profile: Admissions Assistant- DWS

## Purpose

Reporting to the Admissions Manager, and working within the Marketing & Admissions Team, the Admissions Assistant will play a crucial role in supporting the recruitment and admission of pupils to Downsend School.

This role will be an ambassador for the School, understanding what each parent needs, and delivering exemplary customer service. The postholder will support the Admissions Manager through the effective management of enquiries and applications both in person and by email, and by ensuring the data systems are well managed and accurate.

## Key Accountabilities

### Admissions Management

- To manage enquiries to Downsend School efficiently and effectively, diligently following the processes set out by the Admissions Manager;
- To be an excellent data manager and understand how to manage, analyse and develop data reports;
- Develop personal rapport with prospective parents and pupils;
- Conduct pre-visit surveys to gather as much information on specific needs, background and profile of each parent and pupil pre-visit to prepare and tailor the approach;
- Proactively follow up all new enquiries and post-visit, to convert to the next stage of the admissions process and maintain contact with all live enquiries during the admissions process;
- Deliver personalised visit experience to each prospective parent and pupil;
- Conduct 1:1 and group tours of the school and answer parent and pupil queries during post tour consultations and provide feedback to the SLT for follow up;
- Maintain the prospective parents' databases and ensure accurate data-input for all stages of the process;
- Coordinate receipt of all documentation relevant to support a new admission, and maintain admissions file ahead of transfer to school office on enrolment;
- Coordinate and prepare for all new pupil events and taster days;
- Accurately enter all appropriate pupil data to all enquiry, application and student record systems;
- Conduct follow-up calls to parents who did not choose Downsend School to build a body of knowledge on where the school loses pupils to and areas for improvement;
- Complete the transfer of admissions records from Downsend for families when they leave;
- Act as brand ambassador and present the school to prospective parents and pupils at recruitment events, open days and information sessions;
- Support the admissions and marketing team in planning and organising pupil recruitment and marketing events, registering and welcoming parents, ensuring that all required materials are delivered, and parents receive excellent customer service;
- To Support the Admissions Manager with the monthly forecasting of admissions figures and compilation of ad-hoc reports to the school Senior Leadership Team as required

## Safeguarding Responsibilities

- To comply with safeguarding policies, procedures and code of conduct
- To demonstrate a personal commitment to safeguarding and student/colleague wellbeing
- To ensure that any safeguarding concerns or incidents are reported appropriately in line with policy
- To engage in safeguarding training when required

**Signed:** ..... **Name (print):** .....

**Date:** .....

## Person Specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> <li>• Excellent data entry skills</li> <li>• Meticulous attention to detail</li> <li>• The ability to use multiple data systems and web based applications accurately and efficiently</li> <li>• High level of IT skills (all major MS packages)</li> <li>• A process-oriented mindset focused on getting results</li> <li>• The ability and confidence to communicate with multiple stakeholders, both internally and externally.</li> <li>• Excellent written and verbal communication skills, with a pleasant and confident manner</li> <li>• A strong service ethic with a desire to deliver a high standard of customer service</li> <li>• The ability to multi-task across competing demands.</li> </ul>	
Other	<ul style="list-style-type: none"> <li>• The ability to be flexible, working within a small, fast-paced team to deliver what is needed</li> <li>• Educated to A-Level</li> <li>• Experience of working within a data based and/or sales roles.</li> <li>• Well presented and of smart appearance</li> <li>• Perform any other duties as regularly or occasionally to ensure the smooth running of the marketing and admissions function.</li> <li>• Ensure a thorough awareness and practical application of the policies and procedures for Downsend</li> <li>• Operate safely in the Downsend workplace and at external facilities, maintaining a high standard of Health and Safety practice</li> </ul>	

### Key Stakeholders:

Internal – UK Marketing Team/ SSC

External – Third Party Contractors