

JOB DESCRIPTION

Job Title:	Admissions Officer (Maternity Cover)
Reporting To:	Marketing & Admissions Manager
Department:	Marketing and Admissions
Scope:	Hendon Preparatory School - Hendon
Working hours:	Monday – Friday 25 hours per week
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.

Training and experience

Training will be provided on:	Portal / SIMs databases, Global Admissions Dashboard/ Cognita Admissions Process, Customer Experience Workshops and training.
Languages	English
IT knowledge	Databases/ Microsoft Office Suite
Experience	Customer Service / Consumer Marketing / Administration

Working with us

Established in 1874, Hendon Prep is a coeducational independent day school catering for 170 children from 2 - 13. Our mission is to develop the potential in every child. Our children engage enthusiastically with knowledge, embrace new ideas and are intellectually stimulated and extended beyond their age.

Hendon Preparatory is part of Cognita Ltd. Since Cognita's launch in 2004, we've built an international network of 66 schools that serve some 30,000 pupils across seven countries in the UK, Europe, Latin America and South-East Asia.

Cognita's company values of excellence, collaboration, respect, integrity and accountability underpin our vision of enriching the lives of children to achieve more than they believe they can. Our values help shape our culture, the behaviours of those individuals who choose to work with us and our behaviour as an organisation. Our values also underpin how we recruit and support our staff with regard to professional development and learning and, as such, positively contribute to our objective of being an employer of choice.

Job Summary

The Admissions Officer is the brand ambassador for the school, acting as the first point of contact for all new parent enquiries received via telephone / email / website / open days / walk-ins. Central to the role is the ability to understand the needs of current and prospective parents, and to identify initiatives which deliver a highly effective customer experience that meets or exceeds parent expectations at every stage of the admissions process.

Key measures of success include:-

- Delivering an exceptional customer experience at every stage of the admissions process
- Building and sustaining strong effective relationships with prospective and existing parent body
- Retention activities across key transition points within the School
- Efficient and timely conversion of enquiries through to enrolment

Key Responsibilities

Enquiry Management

- Manage enquiry pipeline – receive, log and respond to all new enquiries via website, phone and walk-ins
- Develop personal rapport with prospective parents; promptly and regularly follow-up on all outstanding enquiries that have either not been progressed to application or closed
- Log parent and student data into SIMS database
- Where parents are not able or do not wish to visit the school but would like to apply, manage enquiry through to Application status
- Schedule and confirm timing for personal tours / school visits and, in conjunction with Marketing & Admissions Manager, conduct parent tours and manage Open Mornings
- Collate and despatch (via email / post) tailored enquiry fulfilment pack to parents post initial enquiry and pre-visit
- Process all application forms (online and paper) within 48 hours, requesting any missing information/documents
- Ensure all application forms and paperwork are scanned and uploaded to the correct digital file and filed in the Admissions Office
- Produce weekly enquiry status and new enquiry pipeline performance reports
- Keep SIMS system up-to-date with status changes at each stage of enquiry management
- Assist with the management of the weekly / monthly reporting and forecasting of admissions figures in conjunction with the Marketing & Admissions Manager
- Coordinate receipt of all documentation relevant to support a new admission and maintain admissions file ahead of transfer to school office on enrolment
- Process all documentation required for leavers

Relationship Management

- Deliver highly effective open days and recruitment events
- Develop and manage relationships with feeder schools to support enrolment growth in conjunction with the Marketing and Admissions Manager
- Identify relevant community-based initiatives in which the school can play a relevant part, to support awareness / positive brand perception.
- Work collaboratively with school colleagues and Cognita central marketing and admissions team.

Other

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

Principal working relationships

Internal

- Marketing and Admissions Manager
- Headmaster, Hendon Preparatory
- Cognita UK Marketing & Admissions Manager & Marketing Director
- School Secretary

External

- Prospective and current Parents/Carers
- Community groups
- Feeder nurseries/schools

Person Specification

Education and Experience

- Educated to at least “A” level standard or equivalent
- Experience working within a sales, customer service or schools admissions environment

Competencies for the Role

- Excellent written communication skills with a pleasant and confident manner
- Excellent people skills with the ability to interact confidently in person and on the telephone with different types of people
- Strong service ethic with the desire to deliver a high standard of customer service
- Outcome focussed, concerned with results
- Strong office management and organisational skills
- Strong IT and database skills (e.g. Word, Excel, outlook),

The post holder is expected to:

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

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.

Remuneration

- Competitive Salary
- Contributory Pension Scheme
- Lunch provided during term time
- Professional development
- School fee discount
- 25 days Holiday plus Bank Holidays

Signed: Date:.....

Printed Name: