

# St Helen's School

## ADMISSIONS MANAGER

PERMANENT ROLE (TO START ASAP)

St Helen's would like to appoint an Admissions Manager for this leading independent girls' day School.

Thank you for showing an interest in this post. We hope that the following information about St Helen's and description of the responsibilities of the post will help you to decide that this is an application which you wish to pursue.



## WELCOME TO ST HELEN'S

St Helen's is a large, thriving all-through school and many of the girls who leave us at the end of Year 13 have been with us since Nursery or Reception. We are ambitious for every single girl: that she achieves her potential; that she leaves us to embark upon an exciting and fulfilling future, able to deal with whatever life throws at her with a calm, inner resolve, and a sense of fun; that she is ready to go out into the world and make a difference. St Helen's has a long tradition of academic excellence which encourages girls to pursue intellectual curiosity beyond the curriculum. Our GCSE results put us very securely into the top 50 independent schools in the country each year (28<sup>th</sup> in 2022), and we are ranked 30<sup>th</sup> for A Level's in the Telegraph League Table of UK Independent schools 2022. Sixth Formers go on to established, high-ranking universities including Oxford and Cambridge, with more than a third studying STEM subjects. However, we give our girls much more than just academic success; our Co-Curricular programme is rich and varied, and our pastoral care ensures that every girl is valued and cared for.

Within easy reach of central London, our school is set in 21 acres of lovely grounds and, just as we are proud of our students' academic achievements and their personal development, we are also proud of our facilities and buildings. We have invested over £20 million in a building programme over the last five years and have plans to do more.

St Helen's has a warm and lively atmosphere that makes it a really exciting place to work. Our staff and our girls look out for each other and encourage each other to be the best possible version of themselves. As such, you will play a vital role in supporting the school in the next stage of its journey and I look forward to receiving your application.

**Alice Lucas, Headmistress**



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## THE SCHOOL

St Helen's is an academically selective independent girls' day school of more than 1200 students aged 3-18, set in beautiful green space in Northwood, Middlesex.

It draws pupils from a wide area of north-west London, Buckinghamshire, and Hertfordshire with easy access by Underground from central London.

We want our students to be brave and true, ever intellectually curious. They will believe they can do anything. They will want to explore how they can best interact with the world around them and make a difference for the better in their own way. They will be ready for whatever the future brings.

Our aims are:

- To provide each and every girl with the opportunity and means to achieve academic excellence.
- To provide our students with the personal skills, emotional resilience, and the confidence to achieve their full potential through a varied, rich and challenging Co-Curricular programme.
- To know, value and respect all girls as individuals so as to best support them on their journey through the school.
- To ensure that the girls are ready to play a full and active part in their communities and in an interconnected digital world.

Our students achieve high academic standards, and we encourage them to develop lifelong skills in a diverse range of areas, both within and outside the curriculum, and to pursue their individual ambitions. The school is proud of its tradition of providing a balanced and forward-looking education through which its pupils can become confident, independent learners and leaders in their fields, their professions, and their communities. Attention to the individual child is at the heart of everything we do and shapes the pastoral care, teaching and learning and the co-curricular opportunities on offer at St Helen's.

## THE POST

The Admissions Manager is responsible for leading the day-to-day operational delivery of the school's student recruitment strategy, maximising new student conversions from initial enquiry to acceptance of a place and increasing existing student retention at all entry levels from Nursery to Sixth Form.

**Reporting to:** Head of Marketing and Admissions

### Key responsibilities:

- Day-to-day operational management of the admissions department and team, ensuring robust and efficient admissions procedures and systems are in place to deliver the student recruitment strategy and meet recruitment and retention targets.
- Ensure that all in-person, online and off-line communication with families via the admission team is accurate, timely and consistent with the school's brand values and admissions best practice, ensuring an optimum customer experience at all times from the point of initial enquiry to taking up a place.
- Collaborate with marketing, operational and academic teams to deliver successful recruitment and retention events and activities that drive increased conversions to acceptance of offers.
- Support the Business Director and academic leads with the smooth implementation of the student bursary and scholarship selection and award processes by providing relevant admissions data and communication with parents.
- Ensure the smooth transition from prospective to current student status, including the management of the entrance assessment processes and results, welcome and induction processes and events.
- Support the Head of Marketing and Admissions and academic leads in fostering relationships with feeder schools, ensuring that the admissions team is represented at all visits and events.
- Ensure the accurate, effective, and efficient implementation and administration of the admissions management systems, including ISAMS.



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- Ensure academic and pastoral leads are provided with admissions information at the point of student entry to ensure a smooth transition into and through the school.

## Data management:

- Ensure all enquiry and admissions data is captured and recorded accurately on the relevant information systems by the admissions team.
- Evaluate all enquiry and admissions data and provide reports on agreed metrics to the Headmistress, Head of Marketing and Admissions and the senior leadership team as required.
- Utilise performance and forecasting data to inform evidence-based decision-making and shape financial planning to deliver effective translation into student numbers.

## Financial:

- Manage department resources so that they are scalable and able to respond to the cyclical nature of the recruitment cycle.

## Team Management:

- Lead, motivate and develop the Admissions team, ensuring that they always deliver excellent service levels to colleagues, students and their parents.
- Set departmental and individual objectives, action plans and success criteria, ensuring all team members are fully conversant with how these contribute to the School's wider strategic objectives through regular review meetings and appraisals.
- Work closely with the Human Resources Manager on recruitment, training and development, welfare, and performance management matters.

## Health and Safety:

- Work closely with the Health and Safety Manager on ensuring safe practices are maintained for all initiatives within the scope of their role, including the preparation of risk assessments and training as required.
- Ensure all external agencies attending on-site are compliant with the School's Health and Safety policy.

## General:

- Promote and safeguard the welfare of children and young people, by adhering to and ensuring compliance with the School's Child Protection and Safeguarding Policy.
- Keep abreast of key local and national education news, government policy and best practice that will help inform admissions initiatives.
- Follow responsibilities as set out in the School's Health & Safety Policy.
- Support and promote the School's ethos, aims and objectives.
- Attend all virtual and in-School evening and Saturday student recruitment and feeder school events.
- Assume other duties that may be reasonably required or delegated by the Head of Marketing and Admissions.

## HOURS

Monday to Friday 8.30am- 5.00pm, based on site, with some flexibility available during school holidays and in line with the department and business needs.

## SALARY

Circa £35,000 per annum



## THE PERSON

### QUALIFICATIONS, EXPERIENCE AND SKILLS

Requirement	Essential	Desirable
<b>Education and professional qualifications</b>	<p>Minimum Level 4 qualification or significant relevant experience</p> <p>Evidence of ongoing relevant professional development and experience</p>	<p>Additional, relevant, professional qualifications and/or memberships</p>
<b>Experience</b>	<p>Proven experience of managing, motivating, and developing staff</p> <p>Managing the operational delivery of customer recruitment and retention activities that achieve growth targets.</p> <p>Solid experience of using analytics tools and interpreting, reporting and acting on the complex metrics derived from them, including KPIs</p> <p>Working effectively within a complex multi-professional environment</p> <p>Building relationships with and influencing key stakeholders</p>	<p>Working in a customer-facing management role within the education, healthcare, leisure and travel or other service sectors</p>

	<p>Proven experience of reviewing processes, workflows and service delivery and introducing new systems and processes.</p> <p>Managing multiple projects and priorities simultaneously, delivering to a high standard, within tight timescales/budget</p>	
<b>Skills</b>	<p>Excellent verbal and written communication and presentation skills</p> <p>Numerically literate</p> <p>Ability to plan and prioritise workload to meet deadlines</p> <p>Ability to turn creative ideas into effective workstreams.</p>	
<b>Personal attributes</b>	<p>Self-motivated, flexible and adaptable</p> <p>Calm under pressure</p> <p>Team leader and player</p> <p>Articulate and confident communicator</p> <p>Customer focused</p>	



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	Diplomatic approach and ability to exercise good judgement.	
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## BENEFITS

- Membership of a workplace pension scheme with up to 10% employer contributions
- 50% fee remission for eligible staff children (subject to spaces and entrance exams. Pro rata for part time staff.)
- Access to the School's swimming pool and fitness suite
- Free on-site parking and excellent public transport links
- Free lunch and refreshments
- Generous occupational sick pay
- 6 weeks holiday entitlement plus bank holidays (pro rata for part time staff)
- A commitment to professional development
- A beautiful working environment – the school is set in a conservation site in excess of 20 acres.

## APPLICATION DEADLINE

**Closing date: 8.00am Friday 26<sup>th</sup> May 2023**

Please apply as soon as possible as shortlisting/interviews will progress up until the closing date. Should a suitable candidate be appointed, we reserve the right to close the advert early.

Due to the high volume of applicants, we receive, if you do not hear from us within 4 weeks of the closing date, please assume we will not be progressing your application further on this occasion.

## THE SELECTION PROCESS

Shortlisted candidates will be invited to a 30-minute first stage Microsoft Teams call with our Assistant Business Director and Head of Marketing and Admissions.

Second stage interview, skills test and tour will take place on site.

St Helen's school is committed to safeguarding and promoting the welfare of children and young people, as detailed in Part 3 (Safer Recruitment) of the KCSIE 2022 guidance document. Applicants will be asked for proof of right to work in the UK and undergo child protection screening, including checks with past employers and the disclosure and barring service.

If you have any queries about this position, please contact the school at [recruitment@sthelens.london](mailto:recruitment@sthelens.london)

