



Director of Admissions and Enrollment Manager WPNY

Full Time: 8:00am – 5pm

Overview

This is a crucial post which is key to the continued growth and development of the Wetherby-Pembridge New York.

The Director of Admissions and Enrollment Manager 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 and 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.

They will play a key part in the planning, preparation, and execution of key admissions-related public events, such as Open Houses, exhibition events and Taster Days, working closely with the Head of Marketing.

They are expected to have a whole school approach and ensure that they understand the importance of school events in relation to termly activities.

An understanding of the NY schools' market, developing relationships with feeder schools, high schools, educational consultant, possible overseas recruitment and the WPNY unique curriculum will all be crucial.

They will have a high level of accountability with the key measures of success, being measured against the number of new enquiries generated, the number of parent visits and registrations and the flow of pupils between the individual year groups.

The following list serves to illustrate scope and responsibilities of the post as is not intended to be an exhaustive list of duties.

Job description

Enquiries

- To oversee the admissions process from enquiries through to prospectus, visits, assessments, offers, and enrollment 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.
- 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.
- Maintain effective tracking of new enquiries/applicants through each stage of the admission process: enquiry, pre-application, application, decision (fee payment).
- To forge strong links with Educational Consultants

Visits and meetings

- To manage tours, book appointments for parents, and make members of staff aware of the visit.
- Ensure relevant information about visiting families is made available to the Head prior to their visit and greet families when they visit.
- Follow up all visits by appropriate methods of communication.
- Manage tour guides and organise 'play dates' at the school.

Applications

- Provide leadership and vision 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.
- Liaise with the Assistant Head to manage any necessary assessments for prospective pupils
- To liaise with feeder and high schools to build up relationships and request information on applicants where needed.
- Assist the Head with the process of making offers, maintain records of responses, regularly update the Head on responses received and initiate appropriate follow up to responses.
- Oversee all payment, billing, academic and pastoral needs before enrollment liaising with other schools.
- 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.
- 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.
- To transfer of students from Open Apply to SIMS once accepted
- To be responsible for the re-enrolment process each year

Overseas Applicants

- Develop close ties with Alpha Plus Schools in the UK for possible transfer of pupils
- Work closely with the Head to review and ensure that overseas enquiries are suitable.
- Ensure that good relations are maintained with key agents, including ensuring proactive and timely communications throughout the admissions process.
- Liaise and closely monitor the performance of overseas recruitment agencies.

Measurement, Analysis and Forecasting

- Manage the weekly forecasting of admissions figures in conjunction with the Head, ensuring that the pupil forecast is based upon the up-to-date admissions pipeline.
- Track, manage and analyse all elements of the admissions process including enquiries, visits, registrations, offers, deposits, starters and leavers on the School's MIS and produce reports to present to the Head of School and Board of Governors.
- Identify where the admissions pipeline lacks an appropriate number of enquiries to achieve the budget number and ensure that the Head of School and Finance Officer are aware of the shortfall and can implement necessary actions
- To record all option choices from prospective students to ensure that the Assistant Head has the information to place new students onto the timetable and into appropriate grade
- 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 finance department are made aware of all changes to the School Roll as joiners and leavers are confirmed.
- To produce a monthly electronic copy of the Admissions' Register.

Exmissions

- Keep a checklist of which schools require references for which children
- Help collate and send off reports, grade sheets and any other relevant information to respective schools

Other Duties

- Provide assistance to other members of the administration team when requested to ensure the smooth running of the administrative team.
- Attend any formal or informal school events outside of school hours as required by the Head of School
- Work very occasional evening/weekend when required
- Attend Alpha Plus training sessions as required

Person Specification

Suitable candidates will:

- Have an understanding of the principles of sales and marketing
- Leadership over enquiries, visits, and admissions
- Sufficient numeracy skills to deal with statistical data, possess strong analytical skills
- Have excellent interpersonal and communication skills.
- Be flexible, reliable, and well organized.
- Have a proactive approach to work; have personal integrity and the drive to do what is best for the pupils and the school.
- Excellent IT skills, particularly with excel.
- Be able to communicate succinctly and effectively both orally and in writing.
- Be an effective problem solver and a flexible team player.
- Experience with a School information system is desirable