Role Profile

<table>
<thead>
<tr>
<th>Role</th>
<th>Admissions Officer</th>
<th>School</th>
<th>Baleares International College</th>
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</thead>
<tbody>
<tr>
<td>Direct Reports</td>
<td>None</td>
<td>Reporting To</td>
<td>Head of Marketing &amp; Admissions</td>
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</tbody>
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Role Purpose

This Admissions Officer is responsible for achieving school admissions targets, through the efficient and effective management of all aspects of the student enquiry and registration process at Baleares International College.

The role is further tasked with supporting the school to manage relationships with current parents in a timely, positive and engaging manner, in order to improve the school’s reputation, support retention, and lead to more ‘word of mouth’ referrals.

Key Accountabilities and Responsibilities

Key Activities

- To support the Head of Marketing and Admissions (HOMA) and Marketing function achieve the annual target for recruitment of students to Baleares International College (at both the Sa Porrassa and Sant Agusti sites) meeting core KPI’s.
- To be accountable for establishing, and monitoring the implementation all policies related to admissions, in liaison with the HOMA.
- To produce weekly student number reports as well as any necessary reports to enable the HOMA and Principal to effectively report on admissions performance.
- To act as the first point of contact for all enquiries related to school admissions, from potential or existing parents.
- Support all parent open days, arrangements for parent visits/ tours and recruitment events ensuring that opportunities to apply on the day are maximized.
- To support all key retention initiatives as set by the HOMA.

1. Admissions

- Deliver a first class, individualised admissions process from enquiry to application including admissions tours and enrolment.
- To monitor, log and report on all incoming enquiries and respond appropriately in terms of any further action required.
- To ensure records and files concerning students, forthcoming visits and registrations are maintained daily and all iSAMS records are always accurate and up to date.
- Provide timely and accurate MI reports relating to enquiries, admissions, and conversions, which inform marketing decisions and support strategic decision making of the HOMA.
- To provide an exemplary standard of personalised service to prospective parents, through all communication channels.
- ‘Meet and greet’ visiting parents and students or organise alternative staff to do so and to organise school tours and appropriately follow-up any actions required.
- Follow up all actions from all visits in a timely manner ensuring that a high quality of customer care is maintained, encouraging personal contact through face to face meetings and telephone conversations rather than relying on email and delivering within the service level agreements set.
- Organise entrance testing as required and be responsible for the collection of entrance information, documentation and questionnaires necessary.
- Ensure all appropriate academic and administrative staff have the necessary information on new students prior to them starting the school.
- Ensure a seamless transition from enquiry to entry for all students liaising with all relevant parties to ensure that all areas needed for successful admissions are completed.
2. **Parent Engagement and Retention**

   - Work with the Principal and the HOMA to support the calendar of events, building trust, relationships and open engagement with parents of the school.
   - Support the ongoing engagement of parents in the school and follow up any issues raised to a satisfactory conclusion in a timely manner.
   - Ensure that the retention operating procedure is followed with all parents to deliver a positive experience for those leaving the school.

3. **General Responsibilities**

   - Ensure that all information and data required as part of the admissions process (enquiries, visitors to the school, registrations, testing & leavers) is collected, completed & filed consistent with service levels
   - Ensure that all information is provided on uniforms and support parents where needed.
   - Work with the Head of Marketing and Admissions to deliver high quality material for admissions and ongoing engagement – for example visitor packs and yearbooks etc.
   - Fulfill tasks that may be required from time to time by the Principal or Head of Marketing and Admissions in keeping with the duties described above.
   - To assist in whole school initiatives and contribute to the growth of the school.
   - To be flexible and willing to work outside of core working hours to meet the requirements of the role.
   - Ensure appropriate confidentiality at all times.
   - To ensure that statutory responsibilities and company policies are upheld with regards to Health and Safety, Equal Opportunities; Data Protection and other relevant legislation, policies and procedures
   - Maintain a tidy desk policy.
   - To promote and adhere to the school’s vision and values and its guiding statements.

**Please note:** The above Job Description is only a guide to the duties, professional responsibilities and core competencies pertaining to this job. This job description will be periodically reviewed and will form the basis of annual performance appraisals. The post holder is also expected to carry out any other duties as reasonably requested or required by the Principal to ensure the effective running of the school.

All school staff must hold a current Enhanced Criminal Records Bureau Disclosure or equivalent for countries lived in outside of the UK, obtained by the school.

### Person Specification

#### Skills, Knowledge, and Experience

- Experience of working within a sales or admissions function (preferably school or university)
- Experience working within a customer focused culture
- Familiar with management information systems, management of websites and social media channels
- Desirable experience of prioritising and delivering against agreed service levels and targets
- Excellent communication, numeracy, literacy and ICT skills
- A native level English speaker with excellent interpersonal skills

#### Competencies

- Results Orientated: Ensures all activities are completed to a high quality and outcomes are achieved.
- Strong Communicator: Excellent communication and interpersonal skills, particularly verbal and written English, which aid promote engagement and actively promote the school
- Accountable: Takes ownership and responsibility for decisions and sets standards to act as a role model
- Team Worker: Ability to work as a strong team leader and team member as required
- Resilient: Demonstrates resilience to respond to challenge