

UPPINGHAM

Job Description

Job Title: DIRECTOR OF ADMISSIONS

Reports to: Chief Communications Officer (CCO)

Job context

Uppingham School is a co-educational, boarding and day school serving 840 pupils aged 13-18. The teaching staff number 120. Teachers are supported by professional services departments responsible for grounds and gardens, commercial enterprises, marketing, business development, human resources, IT, finance, health and safety, health care, operational services, and estates. Uppingham School has the highest ambitions. We aim to be the school of first choice in the UK and believe that our holistic educational philosophy encapsulates what twenty-first century education ought to be.

The Director of Admissions is a pivotal strategic role at the School, one which significantly influences the School's future development. As the School's lead ambassador, in the UK and internationally, and supported by a strong team, they are responsible for every aspect of the pupil admission process.

We are in search of an exceptional individual who can continue and develop the vision for our Admissions Department in challenging times, The ideal candidate will combine intellectual rigor with genuine warmth and possess outstanding communication skills.

Our goal is to deliver an excellent standard of service, ensuring that every prospective family feels valued and respected, while fostering a positive, dynamic culture within the department.

Job Purpose

To be the senior professional responsible for leading the Admissions Department, driving pupil growth through innovative strategies, whilst cultivating strong relationships with prospective families, feeder schools, agents, educational consultants (nationally and internationally), and expanding Uppingham's presence in the independent schools sector.

Accountabilities

1. **Strategic Leadership:**

Create an admissions strategy which effectively differentiates Uppingham from its competitors; to implement the strategy in consultation with the Headmaster, Chief Communications Officer and senior colleagues on the Uppingham Leadership and Educational Teams; develop and communicate an action plan to support the strategy.

2. **Team Leadership:**

Lead and motivate a team of admissions professionals ensuring high standards of professionalism and customer service; employ efficient working practices to increase quality, service and productivity; attend designated senior team meetings; develop initiative and technical skills in the admission team; assess resources and ensure effective departmental planning; manage performance.

3. **Pupil Recruitment:**

In partnership with the Marketing Department, ensure the School recruits its optimum number of pupils and increases the number, calibre and diversity of candidates applying to the School; ensure communication with prospective parents and pupils is optimised and aligned with brand guidelines; ensure prospective parents visits, visiting days, test and interview days, taster days and scholarship days run smoothly and are managed effectively and efficiently; manage applications, entrance assessments, interviews and scholarship processes efficiently and fairly; work with the internal consultation panel – including Deputy Head Academic, Assistant Head: Pastoral, Head of Learning Support – on the assessment processes.

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4. **Relationship Management and Customer Service:**

Act as the main point of contact for prospective parents and pupils; engage with current parents to support word-of-mouth referrals and retention; maintain excellent relationships with all colleagues, particularly those closest to the admissions process (Housemasters and Housemistresses, Deputy Head Academic, Directors of Sport, Music, Theatre, Head of Learning Support, Heads of Academic Departments etc).

5. **Data Management and Analysis:**

Working with the Marketing and Admissions Data Analyst, ensure the Admissions team accurately collect and input all admissions data in the Admissions and School's MIS systems, follow process and procedural guidelines to ensure data is captured throughout all points of the admission process; provide regular reports and analysis on pupil recruitment; use data to inform the admission strategy and market development; monitor conversion rates from enquiry to acceptance, identifying areas for improvement.

6. **Feeder Schools and Outreach:**

Working with the Deputy Director of Admissions, maintain excellent relationships with feeder schools, their leaders and influencers; ensure feeder school outreach programme is varied, innovative and effective; support colleagues in the execution of departmental events; ensure the School is represented well at 'future schools' exhibitions; evaluate the effectiveness of the outreach undertaken.

7. **Overseas Strategy, Agents and Educational Consultants:**

Working with members of the Admissions team, develop, maintain and monitor the overseas recruitment strategy (as part of the overall admissions strategy); ensure the School is represented at relevant overseas exhibitions; develop and maintain strong relationships with Agents and Educational Consultants to drive recruitment; ensure they are provided with the information and resources they need to represent the School; review and evaluate the effectiveness of each relationship; ensure third party communications, websites, guides etc meet the School's expectations.

8. **Uppingham Alumni:**

Develop and maintain strong relationships with the Old Uppinghamian Association, to drive recruitment.

9. **Admissions Training:**

Working with senior colleagues and external providers, develop a training programme for the staff and pupils involved in the recruitment of pupils; annually review the programme to ensure it continuously improves and meets market needs.

10. **Financial Management:**

Manage the admissions budget effectively, ensuring all admissions initiatives are cost-effective and within budget parameters; work effectively with the Finance Director regarding scholarship and fee-assistance applications; to ensure that data is accurately transferred from the Admissions MIS system to the School MIS system.

11. **Compliance**

Ensure compliance with ISI Regulations relevant to Admissions; ensure compliance with GDPR and safeguarding policies in the handling of pupil data; ensure compliance with UKVI (UK Visas and Immigration) regulations for international pupils, where applicable.

Outcomes

1. **Strategic Leadership:**

The admissions strategy is supported and approved by the Headmaster, CCO and colleagues in the Uppingham Leadership and Educational teams; a cohesive and coherent action plan which supports the strategy is development and implemented

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2. **Team Leadership:**

The admissions team work together productively and harmoniously; high standards of professionalism and customer service is experienced by all who encounter the department; day-to-day working practices are efficient, reviewed annually and revised to ensure effectiveness; active participation in leadership team meetings; there is a culture of continuous professional and skills development within the department; KPIs are effectively implemented.
3. **Pupil Recruitment:**

The Admissions and Marketing teams work together productively; the number, calibre and diversity of candidate applications increases; feeder school engagement contributes positively towards applicant numbers with activities measured; communication with prospective parents and pupils is clear, professional and conveys the brand; visits programme runs smoothly and are effective components of the strategy for recruitment; process from pupil application to arrival is run professionally, efficiently and fairly; effective collaboration with internal consultation panel on pupil assessment processes.
4. **Relationship Management and Customer Service:**

Through the work of the Admissions Department, prospective parents and pupils are engaged with, supported and relationships actively developed; referral data is noted and feeds into departmental planning; excellent relationships are maintained with all colleagues involved in the admission processed.
5. **Data Management and Analysis:**

All data relevant to the admissions process is accurate, complete and consistent so that it can be reliably used for analysis, reporting and planning; data processes and procedures are adhered to and there is a programme of continuous improvement to ensure information systems remain current and effective.
6. **Feeder Schools and Outreach:**

Through the work of the Admissions Department, excellent relationships with feeder schools, and their leaders and influencers are maintained; the visits and feeder school outreach programmes have variety and their effectiveness is measured and reviewed to ensure they remains relevant to the target audience and positively impact the admissions strategy; all relevant 'future schools' exhibitions are attended.
7. **Overseas Strategy, Agents and Educational Consultants:**

Results demonstrate the effectiveness of the overseas pupil recruitment strategy; strong relationships with Agents and Educational Consultants are maintained and developed so that their work actively supports the reach of the admissions strategy; all Agents and Educational Consultants who actively work with the School are supported and have the information they need to represent the School; all relationships are monitored and evaluated as required.
8. **Uppingham Alumni:**

Strong relationships with the Old Uppinghamian Association are maintained with OUs represented in the application figures.
9. **Admissions Training:**

All staff and pupils involved in the recruitment of pupils are trained to a high standard to ensure the work of the Admissions Department is supported and complemented across the School; the training programme is annually reviewed, and improved to meet market needs.
10. **Financial Management:**

The admissions budget is managed effectively and within the parameters issued by the Finance Department; scholarship and fee-assistance applications are managed well; harmonious and productive working relationship with the Finance Director; the data transferred between the admissions and school MIS systems is accurate.

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11. Compliance

Relevant ISI Regulations are met; GDPR and safeguarding policies (in the handling of pupil data) are complied with; UKVI (UK Visas and Immigration) regulations for international pupils, where applicable, are complied with.

Qualifications, skills and experience, personal qualities required

Qualifications

- Good honours degree [essential]

Skills and experience

- Leadership of an admissions/sales (or similar) department within a medium to large organisation
- Demonstrable track record in strategic planning
- Demonstrable experience leading and motivating a team through a period of change and development
- A winning mentality with an outstanding track record in delivering sales targets
- Strong IT skills, especially in data-handling and analysis
- Knowledge of, and passion for, the independent school sector
- Experience, or sympathy with the values, of an HMC and/or GSA school
- Proven experience of innovation and imagination

Personal qualities

- Strong communication skills, both interpersonal and in public
- Confident and effective public speaker
- Decisive and confident in managing a team
- Possessing the capacity to analyse and improve systems within departments
- Personable, supportive, and able to motivate and work in a team

Key relationships (outside of the Admissions Department)

- Headmaster
- Chief Communications Officer
- Head of Marketing
- Senior Deputy Head
- Deputy Head Academic
- Head of Learning Support
- Housemasters and Housemistresses
- Directors of Sport, Music, Theatre
- Heads of Academic Departments
- Finance Director
- Members of Uppingham Leadership Team (ULT)
- Members of Educational Leadership Team (ELT)

Benefits

Working hours

Normal working hours are Monday-Friday 37.5 hours per week in term-time, 35 hours per week in school holidays. However, out of hours and weekend work will be required during term time, commensurate with the level of the position held. In agreement with the CCO, significant hours accrued through are taken back in school holidays.

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Holidays

The annual holiday entitlement is 30 working days, and public holidays that fall out of term time. Up to 5 days must be taken over the Christmas period. Public holidays in term time are normal working days; a day off in lieu is given at another time. Ad hoc days off are permitted during term time but the majority of holiday is to be taken during the School holidays.

Other Benefits

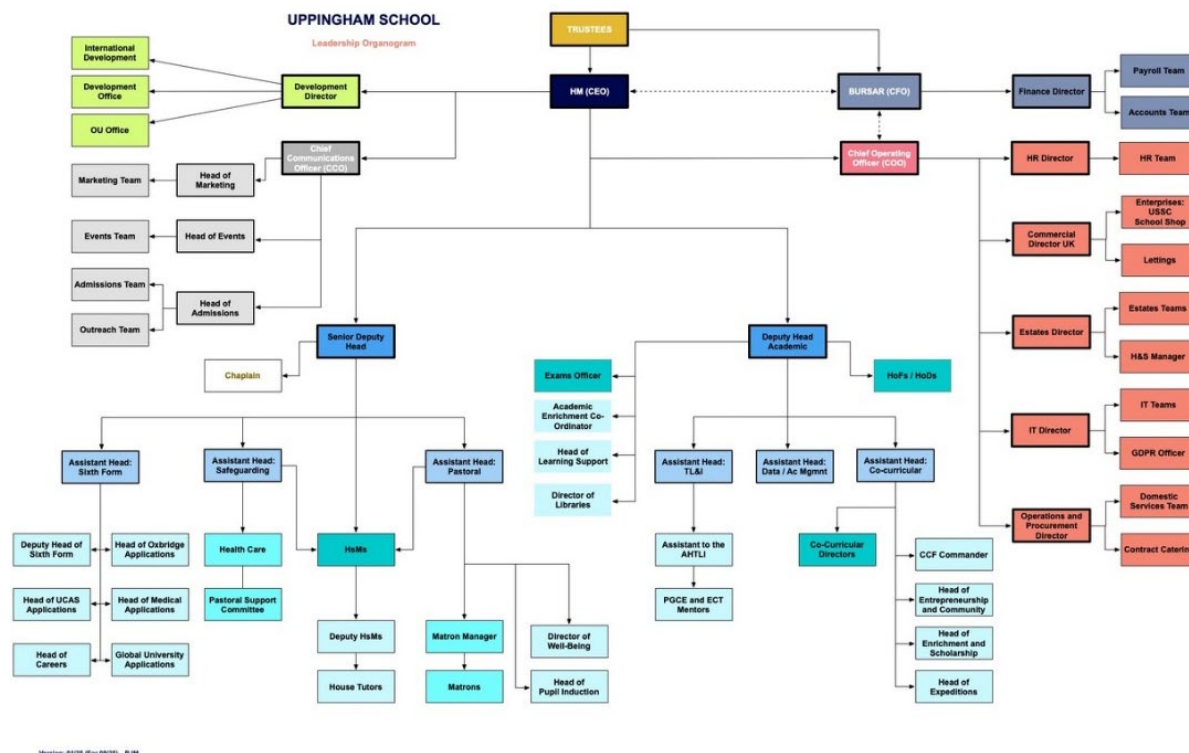
- 50% contribution to premiums for School's private health scheme
- Death in service cover with a lump sum of twice annual salary
- Free membership of dual-use Sports Centre (£25 annual admin fee)
- Free staff lunches in term-time
- School fee day place discount for children of staff
- Discount at a local nursery in Uppingham
- 25% discount on holiday club fees for children of Uppingham staff
- Westfield health care package
- Westfield Rewards which gives discounts at various retailers, gyms, cinemas, and restaurants
- Cycle to work scheme
- Free annual influenza jabs
- Complimentary staff ticket for select School performances
- Contributory pension scheme
- In house Occupational Health Service
- Recognised as a 'Disability Confident' employer
- Recognised as a 'Mindful' employer
- Recognised as "Investors in Diversity"

Safeguarding

The post-holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact, will be to adhere to and always ensure compliance with the School's Safeguarding (Child Protection) Policy. If, while carrying out the duties of the post, the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the School, they must report any concerns to the School's Designated Safeguarding Lead or to the Headmaster.

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Organisation chart



Version: 01/25 (For 09/25) RJM

Note

This role description is not an exhaustive list of what may be expected from any employee in the course of their work. The role description is non-contractual and may be amended by the School from time to time.