

Role Profile: Admissions Manager

Location: Akeley Wood School

Akeley Wood School is a warm, vibrant and caring community set within stunning rural surroundings near Buckingham. We educate pupils from 12 months to 18 years, offering a warm, inclusive, and ambitious environment where every child is known and supported to achieve their best.

Our inspiring learning spaces include woodland outdoor areas, specialist classrooms, creative arts studios, and modern sports facilities. We are proud of our strong pastoral culture, focus on individual strengths, and commitment to helping pupils grow into confident, curious, and compassionate young people.

Joining Akeley Wood School means becoming part of a dedicated, collaborative team who believe in high expectations, meaningful relationships, and the transformative power of education.

We are seeking an experienced, customer-focused Admissions Manager to lead the school's admissions function and drive pupil recruitment and retention. The successful candidate will deliver an exceptional admissions experience for prospective families, manage the admissions pipeline effectively and act as a key ambassador for the school.

This is an exciting opportunity for a commercially minded and highly organised individual with strong communication, relationship-building and data analysis skills to play a key role in supporting the school's continued growth and success.

Role Purpose

The Admissions Manager will be responsible for growing the number of students in our school(s). This will be driven by delivering a distinctive, market leading and 'surprising and delightful' customer experience.

They will need to establish and inculcate a sales culture and mindset throughout the school starting with the school leadership and admission teams. Ensure the whole school understand their part in the organisation's growth strategy through clear communication and interpersonal relationships.

Overall growth requires focus on both enrolments and retention of existing students.

Key responsibilities

Admissions Management

- Take responsibility for all aspects of the school's admissions process and pipeline management with a view to optimising conversion at every stage of the pipeline, whilst supporting school teams to ensure retention levels are as high as possible
- Ensure a retention approach exists for all 'transition points' within the school
- Regular reporting & forecasting of data with accompanying insights and actions
- Ensure the digital admissions experience is complemented by excellent follow up to provide a first-class service for prospective parents.
- Take the lead on conversion events including personal tours, open mornings
- Ensure our global minimum standards for admissions are met (or exceeded)
- Act as a key brand ambassador for the school, understanding the local market, the school's value proposition, appreciating the needs of parents and pupils
- Develop stretching annual enrolment targets (in conjunction with the Head of Marketing & Admissions and the Head of the school)
- Regularly monitor feedback generated through various mediums (mystery shop, online chat, WhatsApp, Voice of the Parent admissions surveys, et al); and take action to improve the admissions service based on customer insight
- Ensure a fast and quality response to individual parent feedback is given and in line with our published minimum standards
- Build relationships with feeder schools, estate agents, relocation agents, key partners, affiliates and influencers in the local community to support enrolments
- Work closely with the overseas recruitment team and ensure compliance on visas and immigration, regulatory inspections and reporting to the local authority

People Management

- Support the Admissions & Marketing team to deliver first class customer experience to internal and external customers/colleagues
- Lead the relationship with external agency's (estate agents, clubs, associations etc)
- Ensure that the department is always appropriately resourced
- Maintain a close and effective working relationship with other key colleagues including the School Operations Manager and SLT, the teaching community and support staff. As well as the POD team, SSC or SCP

Person Specification

Skills, Capabilities and Attributes

- Be a nice person who is immediately likeable and can relate easily to others
- Enjoys and is energised by interacting with others
- Able to operate with autonomy and authority – should have good gravitas
- Excellent interpersonal and communication skills including the ability to deal with people on all levels with sensitivity, tact and diplomacy

- High level of numeracy and the ability to understand, manipulate and interrogate data to understand patterns, trends and gain commercial insight
- Ability to manage multiple stakeholders and work well within a team
- First class organisational and administrative skills
- Ability to remain calm under pressure and work to tight deadlines; systematic approach to tasks, with attention to detail
- Confident and adept in use of Microsoft applications e.g. Word, Excel and various database systems
- Good levels of accuracy & attention to detail with own and other tasks

Experience

- Overall successful track record but with failures along the way
- Prior experience of managing direct customer contact ideally in sales and customer service
- Previous experience of working in a complex, busy, service-driven environment
- Experience in use of customer database, customer relationship management tools and digital/online platforms
- An understanding of the highly competitive schools marketplace would be an advantage

Diversity and Inclusion

We believe having a diverse workforce makes us better, smarter and happier and so welcome applicants from all backgrounds, genders, and races. We have an unwavering commitment to being fair and equitable in our recruitment process.

Safeguarding Responsibilities

- To comply with safeguarding policies, procedures and code of conduct
- To demonstrate a personal commitment to safeguarding and student/colleague wellbeing
- To ensure that any safeguarding concerns or incidents are reported appropriately in line with policy
- To engage in safeguarding training when required

Blenheim Schools are committed to safeguarding and promoting the welfare of children and young people and expect all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.

Key Stakeholders you'll be working with

- Internal – UK Marketing Team/ SSC/Teaching Staff / SLT / Current Parents

- External – Prospective Parents/ Third Party Contractors

Governance:

- Blenheim Schools is the proprietor of Akeley Junior School. As such, Blenheim Schools has the legal responsibility and accountability for ensuring that the school is compliant, demonstrating the highest standard of pupil safety, quality of education and effectiveness in all areas of school life.
- Blenheim Schools do not have governing bodies. However, they all have strong and established governance arrangements and Heads are line managed by a Chair of Governors.
- Support in leading a school which is entirely compliant and provides a safe learning environment for students and staff ensuring full compliance with legislation, regulations, safeguarding policies, procedures and code of conduct.
- Safeguarding and Health & Safety governance visits are held at each school to evaluate their quality for protection for our children. During these visits, the reviewer will speak with the Head, Designated Safeguarding Lead, Educational Visits Coordinator and other staff, as well as always talking to groups of children.

• To be signed and dated by employee:

- **Signed:**
- **Name (print):**
- **Date:**