



## Role Profile

<b>Role</b>	Group Admissions Manager	<b>Department</b>	Marketing and Admissions
<b>Reporting Lines</b>	No Direct Reports <i>although responsible for direction, support and guidance to 12 school-based admissions staff in a matrix structure</i>	<b>Reporting To</b>	Director of Marketing and Admissions

### Role Purpose

The Group Admissions Manager is responsible for the delivery of Admissions and Retention strategies to manage and convert leads into new admissions, and maintain high levels of retention which support group growth targets.

You will work with school-based admissions teams, providing expertise, leadership and oversight to meet new student acquisition targets and nurture families to become advocates for their schools and Orbital Education. You should have experience within a sales funnel environment, able to provide strategies and guidance to overcome difficulties and challenges converting leads.

### Key Accountabilities

#### 1. Admissions and Admissions Funnel Management

- Lead admissions activity for student recruitment across the group - to meet and exceed group admissions targets and KPI's.
- Review, develop and implement strategies to improve admissions effectiveness to achieve targets.
- Motivate admissions teams in all schools to provide outstanding customer service, ensuring standard operating procedures are effectively implemented and outstanding customer service to parents and students.
- Analyse admissions data to identify creative strategies to grow admissions and meet group admissions targets.
- Measure key aspects of the admissions funnel (conversion rates by stage, lost sales, response rates, etc) consistently across school sites to ensure data is accurately captured and improvements are made.
- Identify the barriers to conversion and work quickly with individuals and schools to overcome them.
- Evaluate, benchmark, and target the performance of individuals and teams to support improved performance.

#### 2. Management Information and Reporting

- Drive efficient timely and accurate monthly reporting processes containing relevant performance metrics to support future decision making.
- Interpret and evaluate data to identify opportunities for improvement and development for recruitment and retention.
- Ensure effective use of CRM systems, developing and improving processes so that benefits are maximised.
- Train marketing and admissions staff to develop capability across CRM use and implementation.
- Analyse the current profile of the student base for each school and trends in this profile with an understanding of the drivers of recruitment and attrition.

#### 3. Retention Focus and Parent Engagement

- Lead on all student retention activity across the Group to meet and exceed Group targets and KPIs.
- Review, develop and implement strategies to improve retention.

## Person Specification

### Skills, Knowledge, and Experience

- Degree or Post-Graduate Qualified.
- **Essential:** Minimum of 5 years' experience in admissions, enrolment management, preferably within an educational setting or a similar role within a service environment.
- **Desirable:** Experience leading an admissions team in a private or independent school environment.
- Prior experience of working with CRM packages, managing and overseeing sales conversion and customer retention.
- Able to demonstrate commercial acumen.



- Experience of managing relationships at multiple levels, with a proven track record of working and managing conflicting priorities and challenges.
- Familiarity with all Microsoft packages with competent spreadsheet skills.

#### Competencies

- **Analytical:** Analytical and creative, able to maintain excellent standards with strong ability to analyse enrolment trends and other data to make informed decisions.
- **Problem-Solving Abilities:** Solutions focused with a can-do attitude. Effective problem-solving and decision-making skills with a proactive resolution approach.
- **Adaptability:** Flexibility to adapt strategies and approaches in response to changing circumstances or feedback. Able to work independently and flexibly, comfortable to manage other duties as may be reasonably required.
- **Leadership:** Ability to lead, set clear targets and motivate a matrix team towards achieving these goals.
- **Communication:** Exceptional communication skills, capable of effectively presenting information to stakeholders and communicating effectively with all.
- **Interpersonal:** Excellent interpersonal skills with the ability to engage with a diverse community and build strong relationships.
- **Organisation:** Excellent organisational and time-management skills, with the ability to manage multiple priorities simultaneously.
  
- Flexible for occasional international travel as required across the Group.
- Committed to promoting and ensuring compliance with the Group's policies, vision and values, best practice, codes of conduct, and equality and diversity policies.
- Takes accountability for own training / professional development as necessary.