

# The Royal Alexandra and Albert School

## Director of Admissions & Bursaries

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Post Title:	Director of Admissions & Bursaries
Contract type:	Full-time Permanent. 40 hours/week (52 weeks/year)
Salary:	£48,000 per annum
Reporting to:	Headteacher

### Main Purpose

The Director of Admissions and Bursaries will provide inspiring and strategic leadership of student recruitment activities and bursary programme for the school, building a world-class admissions team and delivering an exceptional customer journey. They will be responsible for developing and implementing strategies to attract, convert, and admit a pipeline of Full Boarders and Flexi Boarders in line with the organisation's annual targets. The Director ensures that the associated processes are fair, transparent, and efficient, abiding by the Admissions Policy and Admissions Code at all times.

### Strategic Responsibilities

- Develop and implement a comprehensive admissions strategy that aligns with the school's vision, objectives, and ensures the School meets their recruitment and retention targets.
- Ensure accurate forecasting, statistical review, trend analysis and reporting of all student enquiry, registration, and conversion data.
- Lead on developing financial models based on projections for student numbers, collaborating with Bursar, boarding and teaching colleagues to ensure student numbers are maximised and efficient with regards to capacity and timetabling.
- Lead the application process for Full Boarders and Sixth Form applications from enquiry to conversion.
- Identify and develop emerging markets both in the UK and internationally to recruit Full Boarders, in partnership with the Director of Marketing.
- Lead the bursary programme to ensure it meets the needs of eligible students and aligns with the Foundation's criteria and charitable aims.
- Foster relationships with prospective families, agents, charity partners and community organisations, to promote the school and drive recruitment targets..
- Conduct market research to understand trends and opportunities in the educational sector, informing strategic decisions and promotional activities to drive recruitment targets.
- Establish and refine admissions and bursary policies, ensuring they are up-to-date, compliant with regulations, and effectively support the school's evolving needs..
- Regularly evaluate and report on the effectiveness of admissions and bursary strategies to the school's leadership team, recommending improvements and adjustments as necessary.
- Work closely with relevant boarding, academic and support staff, analysing and reviewing the admissions process as required.
- Drive strategic relationship with Surrey Admissions with regard to EHCP applications, Surrey coordinated round admissions and other actions, ensuring the school's admissions policy is protected and followed.

### Operational Responsibilities

- Ensure a first-rate customer experience is provided and experienced by prospective parents and students.
- Implement campaigns in partnership with the Director of Marketing to generate boarding enquiries and maximise conversion to admission.
- Develop systems to ensure all enquiries, visits and registrations are followed up in an efficient, timely and

professional manner to convert leads.

- Actively seek and incorporate feedback from current parents, prospective parents, joiners and non-joiners and feeder schools to refine and enhance future admissions strategies and action plans.
- Ensure that student data on the Admissions software, reports, and the School database system is accurately maintained to help track and project students numbers across the School.
- Manage the Admissions team to ensure roles and responsibilities are clearly understood, prioritised and the team performs to the highest standard.
- Lead all Admissions events such as Open Mornings, Transition Day, etc to ensure they run effectively and positively for prospective families.
- Represent the school at all recruitment events locally, and internationally, in conjunction with the Director of Marketing.
- Work closely with the Director of Marketing on all recruitment initiatives ensuring alignment on objectives and targets.
- Be the point of contact with the Admissions Committee, preparing all committee papers and updates, leading on the termly Admissions Committee meetings and keeping the committee abreast of new trends and developments.
- Provide a written termly report to the Board of Management and Governing Body and attend Committee meetings as required.
- Additional duties and responsibilities commensurate with the role to be agreed with the Headteacher.

#### **Other**

- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality, reporting all concerns to an appropriate person.
- To contribute to the overall ethos and aims of the School.
- The postholder will demonstrate a commitment to maintaining confidentiality, promoting the ethos of the school and upholding the key values of Ambition, Courage, Integrity and Respect in all aspects of the role. These are the foundation upon which (a) we conduct our work and (b) conduct ourselves both internally and externally with stakeholders. All employees are expected to demonstrate these values in their interactions with others and through their day-to-day responsibilities.

The Royal Alexandra and Albert School is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post if successful, including an Enhanced DBS check. Staff must be aware of and comply with policies and procedures relating to child protection, health and safety regulations, security and confidentiality, reporting all concerns as appropriate. This post is exempt from the Rehabilitation of Offenders Act 1974 and the amendments to the Exceptions Order 1975, 2013 and 2020.