

ERSKINE STEWART'S MELVILLE SCHOOLS



Head of Admissions

Purpose of Job

The Head of Admissions will lead, develop, and implement a forward-thinking admissions strategy to attract, engage, and enrol students across all entry points at ESMS. This role requires a customer-centric approach, ensuring every prospective family has an outstanding experience. The postholder will also play a lead role in shaping the Admissions Team structure as we move to a fully coeducational school in 2026, driving collaboration, and fostering a culture of excellence.

Accountability

The Head of Admissions reports directly to the Head of the Junior School but reports to all three Heads of School.

Authority and Direct Reports

The Head of Admissions has delegated authority from the Heads of School to lead administrative processes and communications related to the role.

Key Relationships

The Head of Admissions will work closely with members of the Executive Leadership Team (ELT), Senior Leadership Team (SLT), Marketing & Communications, Development, Finance, ICT, and other teaching and support staff. Additionally, the Head of Admissions will line manage the Admissions Team, fostering a culture of collaboration, professional development, and high-performance service delivery to ensure a seamless and positive admissions experience for prospective families. Externally, the Head of Admissions will engage with prospective families, feeder schools, educational consultants, regulatory bodies, and independent school networks to enhance ESMS's admissions strategy.

The Post:

Key Responsibilities:

Strategic Leadership & Development

- Develop and implement a school-wide admissions strategy, ensuring a seamless experience for prospective families across all entry points.
- Lead on enrolment planning, working closely with senior leadership, marketing, and finance teams to meet recruitment targets.

- Track and evaluate the experiences of new students and their families during their initial period at ESMS, gathering feedback to refine and enhance the admissions process and ensure a smooth transition into school life.
- Analyse market trends, competitor strategies, and demographic shifts to anticipate future recruitment challenges and opportunities.
- Collaborate with the Marketing team to ensure all communications align with the school's brand, values, and ethos.
- Oversee the implementation of iSams and admissions software to streamline processes and improve data-driven decision-making.

Operational Management

- Oversee the full admissions process (Nursery-S6) across our multi-site locations, from initial enquiry through to onboarding, ensuring all aspects are efficient, customer-focused, and aligned with best practice.
- Ensure clear and comprehensive oversight of roll, offers and spaces available.
- Develop a structured admissions calendar, including student recruitment events, entrance assessments, taster activities, and school visits.
- Ensure compliance with GDPR, safeguarding, and visa requirements, maintaining accurate records and reporting as required.
- Ensure consistent, high-quality communication across all entry points -warm, succinct, on brand and aligned with marketing content.
- Lead on the development of an Admissions Team structure, recruiting and managing staff to enhance service delivery.
- Ensure that admissions processes are inclusive and actively encourage diversity.

Customer Experience & Relationship Management

- Ensure that all prospective families receive a warm, engaging, and personalised experience throughout the admissions journey.
- Build and maintain strong relationships with feeder schools, agents, and external partners to enhance ESMS's visibility and reputation.
- Act as the key contact for complex admissions cases, working closely with families to provide clear guidance and support.
- Work collaboratively with academic and pastoral teams to ensure a smooth transition for new students.
- Work closely with the Finance team to ensure clear, supportive, and timely communication with prospective families regarding fees, bursary applications, financial assistance options, and payment processes, ensuring a transparent and positive experience throughout the admissions journey.

Data, Reporting & Compliance

- Use data analysis to track key admissions metrics, including conversion rates, enquiry trends, and feeder school performance.
- Prepare reports for executive leadership, governors, and marketing teams, providing insights to inform strategic planning.
- Ensure compliance with the ESMS Admissions Policy and all relevant regulatory requirements, GDPR, safeguarding and UKVI visa processes for international students.

Team Leadership & Development

- Build and lead an Admissions Team, fostering a culture of collaboration, innovation, and continuous improvement.
- Provide training, mentoring, and professional development opportunities to enhance team capability and service levels.
- Ensure all team members have a clear understanding of customer service expectations and admissions processes.
- Ensure that the Admissions team are equipped with the knowledge and skills to effectively promote the school and handle parental inquiries.

Supporting the Leadership of the Schools:

Vision and Values

- Promotion of ESMS values of Kindness, Confidence, Resilience, Integrity, and Curiosity in all aspects of the role.
- Promotion of role modelling behaviours that align with the three school pillars of Ambition, Innovation, and Community.
- Fostering an environment that supports the development of these values among students and staff.

Working with Others

- Compliance with all ESMS policies and procedures
- Treating people fairly, with dignity and respect to maintain a positive school culture
- Ensure effective planning, delegation and support of responsibilities
- Developing a culture of high expectations for all and taking action when performance does not live up to these
- Taking responsibility for personal development, both personally and of team members.

Community

- Positive relationships with parents and the wider ESMS community
- Communicating clearly with parents and carers to engender a climate of mutual respect
- Working in collaboration with other independent schools to promote effective initiatives and share good practice.

Safeguarding

- Adhering to the principles and guidelines of “Getting It Right For Every Child” (GIRFEC) to ensure every child receives timely and appropriate support with their welfare as paramount.

Person Specification

	Essential Criteria	Desirable Criteria
Experience	<ul style="list-style-type: none">• Proven experience in leading an Admissions function.	<ul style="list-style-type: none">• Experience in an independent school or education setting.• Experience in public speaking, event planning and

		marketing collaboration.
Education/Qualifications		<ul style="list-style-type: none"> • Knowledge of UKVI visa regulations and compliance requirements.
Skills/ Abilities/ Capabilities	<ul style="list-style-type: none"> • Experience in managing CRM systems and data-driven decision-making. • Strong strategic planning skills, with the ability to balance long-term vision with day-to-day operational demands. • Exceptional communication and interpersonal skills, with the ability to build relationships at all levels. • High level of attention to detail, organisation, and problem-solving ability. 	
Personal Attributes	<ul style="list-style-type: none"> • Ability to manage multiple priorities and work effectively under pressure. • Passion for education and a deep understanding of the independent school sector. 	

Personal Qualities

- Boundless energy and resilience to allow challenges to be viewed as opportunities
- Dealing with every situation calmly and professionally
- Strong commitment to seeing and bringing out the best in students
- A desire for fairness, dignity, and respect in every interaction
- Excellent oral and written communication skills
- Excellent self and time-management skills
- Active listening and authenticity
- The highest level of personal integrity
- Ability to deliver constructive feedback

Leading and Managing

- Leads from the front and by example
- Coaching style of leadership
- Has courage and flexibility to identify and implement change effectively
- Has sound budget management skills
- Plans, prioritises, organises and delegates
- Has strong analytical skills
- Ensures School compliance with applicable legal and regulatory requirements.
- Undertakes School evaluation
- Implements diversity, inclusion and access strategies

Development of Self and Empowerment of Others

- Appreciates the impact of change on the school and individuals
- Challenges, influences and motivates others
- Nurtures professional interpersonal relationships with staff and students
- Develops individuals' capabilities
- Empowers and sustains an effective team
- Uses courage, care and curiosity to deal with conflict

REMUNERATIONS AND OTHER CONSIDERATIONS

As an equal opportunities employer, ESMS is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership. We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join ESMS.

The post	This is a permanent, full-time position available immediately (subject to satisfactory pre-employment checks).
Hours	The hours of work will be full time, Monday-Friday 8.30am-5.00pm, with 45 minutes unpaid for lunch, totalling a paid working week of 38.75 hours.
Salary	The salary grade is TBC (between £50,000-£55,000).
Holiday	Entitlement is to 30 days' annual holiday leave plus 10 days' statutory holiday when the schools are closed. The Schools holiday year runs from January to December.
Location	The postholder will be based at the Queensferry Road site but may be subject to work across both sites at Ravelston and Queensferry Road.
Eligibility	ESMS is unable to sponsor the employment of international workers in this role. International applicants will therefore be unable to apply for and secure a Skilled Worker visa. The successful candidate will only be able to take up this role if they can demonstrate an alternative right to work in the UK.

Pension Candidates will be enrolled automatically into the Merchant Company Stakeholder Pension Scheme.

The closing date for applications is 12pm on Friday, 14 March 2025. We anticipate interviews will be held week commencing 17 March 2025.