



Job Description

Job Title:	Admissions Officer
Responsible to:	Registrar
Responsible for:	N/A
Hours of work:	Monday to Friday 08:15 am to 4.45 pm (37.5 hours per week with a daily one hour Unpaid lunch break.
Salary:	£29,843 - £33,276. Role sits at Support staff salary Grade 4:1 with a 2.5% uplift with effect from 1 September 2025.

Job Purpose:

The Admissions Officer will actively uphold the ethos and values of St Leonards School, managing, protecting and projecting the School's reputation both locally and overseas.

With operational responsibility for St Leonards' pupil admissions, the postholder will work to actively drive pupil recruitment with a focus on expanding both our boarding population and our day community through both agent partnerships and direct engagement with families, domestically and internationally. The Admissions Officer will support effective and efficient pupil recruitment in order to meet and exceed the School's recruitment targets. Working with the Registrar, Assistant Registrar and wider External Relations Team, the post-holder will manage the customer-centered admissions journey for families from initial enquiry to enrolment and successful onboarding.

The ideal candidate will be a proactive, target-driven professional with outstanding interpersonal skills and a passion for education. They will be a natural relationship-builder, capable of acting as a compelling ambassador for the School while managing a seamless and customer-centric admissions journey.





Main Areas of Responsibility:

Pupil Recruitment; initial interest to enrolment

- Proactively drive pupil recruitment to meet targets for growth, with a clear focus on expanding both the boarding and day school communities, including direct engagement with prospective families both domestically and internationally.
- Meet and exceed key recruitment targets for pupil numbers, conversion rates, and regional growth.
- Manage the admissions journey for families and pupils, ensuring a positive and engaging experience from initial enquiry through to enrolment and on boarding.
- Serve as a main school contact for admissions enquiries, dealing with families and agents in a professional, consistent and welcoming manner, ensure key touch points are met throughout the admissions journey.
- Create and execute strategic travel plans for recruitment in designated key markets, with a primary focus on the UK and Europe, and explore opportunities for direct recruitment in other international markets.
- Lead and represent the School on recruitment trips and at exhibitions to showcase the school to prospective families and agents.
- Develop and deliver engaging online webinars for prospective families and agents to promote the school and generate enquiries.
- Strategically manage and develop relationships with partner agents, including monitoring performance, providing training, and ensuring processes are adhered to.
- Liaise with key staff to arrange school/house visits and online interviews for families, organising and leading personalised tours of the School.
- Follow-up with families and agents from initial contact onwards and ensure key touch points are met throughout the admissions journey.
- Organise and administer entrance tests.
- Support the Registrar with reporting on projected pupil numbers and available boarding and year group capacity.

UKVI Compliance and Agent Management

- Take a lead role in ensuring admissions processes are fully compliant with UKVI and Home Office rules and regulations for both agent referred and directly recruited pupils.
- Manage the onboarding of new partner agents; checking references, establishing contracts, and ensuring UKVI regulations are met.
- Work closely with our Immigration Consultants to support non-British Passport Holders who require alternative immigration routes to study in the UK.
- Manage the process for onboarding new pupil guardians, checking that immigration and safeguarding policies are adhered to.
- Maintain an excellent working knowledge of UKVI and Home Office rules and regulations as they pertain to pupil admissions.



Administration and knowledge-sharing

- Act as a point of contact and provide detailed advice on entry requirements, procedures and other general information by telephone, email and other suitable communication methods.
- Maintain, operate and report from the admissions CRM and other related databases, ensuring that all information on the enquiry form and any follow-up interactions are captured and recorded to facilitate proactive admissions management.
- Oversee and monitor the quality of data on the admissions database and other related databases with due regard to GDPR compliance.

Events and Communication

- Support with the arrangements and preparation for Open Mornings and, on the day, provide excellent customer service and follow-up to all those attending, to include tours of the School.
- Communicate events to families at various points of their admissions journey.
- Ensure all communication is branded and formatted consistently and appropriately according to School guidelines.

National and School Standards

- Develop a strong understanding of the IB Diploma, Career Related Programme, IGCSE/GCSE, MYP and PYP programmes in order to provide information to prospective students, families and agents. Maintain an awareness of UK and international education systems, by way of comparison.
- Demonstrate knowledge of and uphold and support all of the School's policies and the School's Development Plans.
- Contribute to the ethos of the School, for example, by promoting positive relationships among staff, parents and children.
- Demonstrate a sound knowledge and compliance with Health and Safety guidelines and procedures.
- Demonstrate an understanding of the way roles and responsibilities are shared among staff and how to obtain help from staff within the School, including those with responsibility for the curriculum, guidance, learning support and staff development.

This is not intended to be an exhaustive list of responsibilities and duties. It is expected that the post-holder will participate in other reasonable activities which may be required to meet the needs of the School or for better fulfilment of the role



Person Specification

Criteria	Essential	Desirable
Education, Training, Qualifications	<ul style="list-style-type: none"> Undergraduate degree or equivalent. 	<ul style="list-style-type: none"> Postgraduate degree or professionally recognised accreditation.
Experience and Knowledge	<ul style="list-style-type: none"> Proven experience in a proactive, customer-facing roles Demonstrable experience managing relationships with a variety of external partners or stakeholders. A proven track record of managing complex administrative processes from start to finish. Experience working in a busy, target-driven environment. 	<ul style="list-style-type: none"> Experience using a CRM system to manage a pipeline, track interactions, and report on data. Direct experience working in an admissions department of an Independent School. Knowledge of UKVI student visa regulations and compliance. Proven experience in planning and undertaking direct recruitment travel to key domestic and international markets. Proven experience in hosting or producing online events or webinars for direct engagement with prospective families. Knowledge of the IB Diploma, MYP and PYP programmes.
Competencies and Personal Attributes:	<ul style="list-style-type: none"> Exceptional interpersonal and communication skills, with the ability to build rapport and trust with diverse audiences (families, agents, staff). A persuasive and engaging presenter, comfortable representing the School to individuals and groups, both online and in person. Commercially aware with a strategic mindset and a creative approach to problem-solving. Highly organised with excellent time management skills; able to prioritise a busy workload and meet deadlines under pressure. 	



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	<ul style="list-style-type: none">• High level of cultural awareness and sensitivity.• A collaborative team player who is also self-motivated and able to work with autonomy.• Excellent ICT proficiency, including MS Office suite and virtual meeting platforms.• Professional manner and appearance.• A clean driving licence and the willingness and ability to undertake travel in the UK and overseas, including evenings and weekends.	
Other	Special Requirement <ul style="list-style-type: none">• This role requires a degree of flexibility. The post-holder must be available for periodic evening and weekend work to support recruitment events, as well as for travel within the UK and overseas.	

July 2025