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| **Job Title** | Admissions Co-Ordinator |
| **Date** | July 2017 |
| **Department** | Marketing and Admissions |
| **Reports to** | Director of Marketing, Admissions and Communications |
| **Responsible for** | Support of the Marketing and Admissions Process |

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| **Purpose of the Role** |
| To provide on-going support to the expanding Marketing and Admissions Department in order to ensure an efficient and effective admissions process. |

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| **Departmental Information** |
| The Department oversees the external communications function of the school. It consists of the Director of Marketing, Admissions and Communications; the Admissions Secretary, and the Marketing, Alumni and Development Co-Ordinator. |

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| **Main tasks and responsibilities** | |
| * Cultivation of new Boarding and Day Markets * Co-ordination of the In-Term Programme for short-stay students * Provide administrative support to the Admissions Secretary * Attend domestic and international promotional events * Assist with the planning and execution of Open Mornings and other promotional events * Provide support to the production of school publications * Liaise with key stakeholders including current parents, prospective parents, alumni and education agents. | |
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| **Educational Attainment**  Preferably degree qualified. | |
| **Essential Experience**   * Some marketing, promotional or customer service * Database knowledge * Presentation skills * Outgoing and confident personality | **Desirable Experience**   * Social media skills * Paid or voluntary experience in a similar role |
| **Knowledge and Experience**   * Possibly some knowledge of the international student market * Knowledge and experience of the independent school market * Paid or voluntary experience in a similar role | |
| **Core Competences**   * Strong communications skills * Ability to work co-operatively in team environment * Customer-focused * Planning and Organizational skills * Supportive of the Ackworth ethos | |

**The Admissions Co-Ordinator Role**

The role of the Admissions Co-Ordinator is to provide marketing and administrative support to both the Director of Marketing , Admissions and Communications; the Admissions Secretary, and the Marketing, Alumni, and Development Co-Ordinator.

**Key responsibilities include:**

* Cultivating new Boarding and Day Markets
* Co-Ordinating the In-Term Programme for short-stay students
* Planning and attending various promotional events.

**Admissions Co-Ordinator – Key skills:**

**Essential**

* Must be an outgoing and confident person able to converse with a wide ranging audience.
* Some marketing, promotional or customer-service skills including judicious follow –up and confirmation.

**Preferred**

* Familiarity with the use of student database systems.
* Knowledge of various social media within the corporate setting, such as Facebook, Linked and Twitter.

**Exceptional**

* Qualifications in marketing or a related discipline
* Experience of having created and maintained new service markets.