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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
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| **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
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| **Core Competences*** Strong communications skills
* Ability to work co-operatively in team environment
* Customer-focused
* Planning and Organizational skills
* Supportive of the Ackworth ethos
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**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.