



Abbots Bromley School

The Creative School in the Creative County

Application Pack for Head of Admissions

This is a full-time, permanent role
Salary: competitive based on qualifications and experience

Application closing date: 9.00am on Friday 2nd March 2018

Interview date: Friday 9th March 2018

Start date: 1st September 2018



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February 2018

Dear Colleague,

Thank you for your interest in this post. We are seeking to appoint an outstanding Head of Admissions to start in post from 1st September 2018. The role of Head of Admissions is pivotal to the beginning of every student's journey at Abbots Bromley School, and central to our success.

The successful candidate will play an important role in ensuring the smooth running of the admission process for students and parents, in addition to promoting recruitment as a member of our marketing team. This team is responsible for identifying marketing opportunities and implementing plans to generate student recruitment from Reception to Year 13.

As Head of Admissions, there will be scope to develop new initiatives and creativity is welcomed. The role will also involve recruitment trips, both in the UK and overseas.

Abbots Bromley school currently has 250 students aged 3-18 on roll. It first opened as a girls' school in 1874. However the school is now co-educational in the Prep School and Sixth Form. As of September 2017, boys joined the Senior School in Year 7 for the first time and this will roll though year on year until the school is fully-co-educational in September 2021.

It is therefore an exceptionally exciting time for the school. In addition, we have received national recognition as one of the best schools in the country for the creative arts. The school is thriving in terms of examination results, enrichment, musical and sporting achievements, fund-raising and community involvement.

Abbots Bromley School is an extremely rewarding environment in which to work. Our aim is that the students and staff achieve the highest standards of which they are capable. I hope you read the accompanying details and feel that you would like to join us.

Yours sincerely,

Mrs Maggie Shackleton
Principal

Abbots Bromley School

Abbots Bromley School is quite remarkable. Set in the beautiful Staffordshire countryside, we offer an extremely high standard of education in an engaging, creative and friendly environment. Our vision for the education of our students is holistic; that by nurturing students inside and outside the classroom, they develop as rounded and grounded individuals.

Students develop their strengths and rise to personal challenges within safe and spacious surroundings. They benefit from outstanding facilities; including our dance studios, equestrian centre, heated indoor swimming pool, all-weather sports pitches, tennis and netball courts, an athletics track and a full sized sports hall, with dedicated areas for trampolining and fitness. Our inspiring chapel is at the heart of our community and our supportive Christian environment enables students to flourish as thoughtful, caring and assured young adults.

Our offer to both day and boarding students is all embracing. Dedicated, dynamic and specialist members of staff ensure academic rigour and a love of learning. As well as offering traditional academic subjects at A-level, we also cater for students who wish to take alternative career routes. They may take a variety of qualifications to a high level in riding, dance and musical theatre alongside their core academic subjects. Indeed, 'The Alkins School of Dance' in partnership with the School, has an international reputation for excellence.

Music is an integral part of life at Abbots Bromley School. It is both part of the daily rhythm of the school and the punctuation throughout the academic year, which marks and enhances important events and celebrations. It is the overriding aim of the music department that all students develop a lifelong love of music, and in particular practical music-making. This is achieved in a variety of ways: exceptional curriculum and peripatetic teaching; access to extra-curricular activities of the highest standard; a strong partnership between the liturgical and musical life of the school and a packed calendar of concerts, recitals and trips.

We encourage further personal growth by offering field trips, international exchanges, charitable overseas programmes, clubs, activities and competitions. Such opportunities promote self-confidence and encourage enterprise. The Duke of Edinburgh's Award is extremely successful, with participants at bronze, silver and gold levels. We are also a 'Champion School' for the National Citizen Service. Such leadership opportunities often result in students themselves initiating new ideas for whole school activities and taking on greater positions of responsibility.

Students achieve very highly in examinations. In the 2017 GCSE examinations, 100% of students gained the equivalent of at least 5 A*- C grades, 81% of all examination entries were the equivalent of A*- B grades and 49% of all papers achieved the equivalent of A*- A grades. In addition, over three times the number of the new top grade 9 was achieved, compared with the national average.

At A level there was a pass rate of 100%. 78% of all exam entries were rewarded with A*-C grades and 32% of all grades were A*-A grades. These results enabled students to embark on the next stage of their education following a range of courses including Business Management, Social Work, Dance and Performing Arts, Chemistry, Biomedical Sciences, Physiotherapy, Economics, Music, Sports Science and Pharmacy.

Job Description for Head of Admissions

Line Manager:	Bursar
Salary:	competitive dependent on qualifications and experience
Post:	This is a permanent, full-time position.

The duties and responsibilities of the Head of Admissions at Abbots Bromley School are outlined below.

Key Responsibilities

- Lead all contact between prospective parent/s and child/ren throughout the admissions process to ensure the best possible experience for prospective families from first contact to acceptance of offer.
- Evaluate all aspects of the admissions process and implement recommendations for improvement.
- Have a strong knowledge and understanding of the life of the School and the success of our students in order to inform prospective parents
- Personalise the admissions process based on the individual circumstances and interests of each prospective student.
- Ensure the admissions process adheres to data protection legislation.
- Ensure a sound understanding and application of marketing principles within the admissions process and throughout the school.
- Recognise, and act upon, opportunities to maximise the promotion of the school.
- Update the Marketing Committee with admissions data on a rolling basis as required.
- Work with the Head of Boarding to ensure that specific administration pertaining to United Kingdom Visas and Immigration is complete. Particular emphasis is placed upon ensuring that Abbots Bromley School recognises its responsibilities under Tier 4 of the United Kingdom Visas and Immigration system and seeks to comply with these responsibilities.
- Work with the School's Marketing Committee to formulate a successful recruitment strategy including monitoring and reporting on recruitment targets.
- Liaise with the Bursar to ensure a flow of information with regard to admissions.
- Coordinate the School's presence at recruitment events both nationally and internationally.
- Represent and promote the School at national and international exhibitions as needed
- Work with the Digital Marketing and Communications Manager to ensure that the registration process is as user-friendly as possible.
- Ensure technology and systems are used to best effect in all admissions activities.
- Establish and maintain relationships with schools and other sources of referral (agents, education professionals, consultants etc), planning and attending events in order to meet other Admissions staff.

This is a description of the job as it is constituted at the date shown. It is the practice of the School to regularly examine job descriptions, to periodically update them to ensure that they relate to the job being performed, or to incorporate any proposed changes.

In these circumstances, it will be the aim to reach agreement on reasonable changes, but if agreement is not possible, the School reserves the right to make changes to this job description following consultation.

Person Specification for Head of Admissions

Criteria	Essential	Desirable	Method of Assessment
Qualifications	Educated to A level standard (or equivalent) with a minimum 5 GCSEs grade A*-C including English and Maths	A higher education qualification.	Application form and documentation brought to interview
Professional Experience	At least 2 years' experience of working with young people Experience of working effectively within a team Previous experience in a School Admissions or Higher Education Marketing Admissions role	At least 12 months' experience of working in a school Good understanding of boarding school ethos	Application form Letter References Interview
Knowledge and skills	Experience of database management and Management Information Systems Knowledge of the independent schools sector	Knowledge of a school management information system eg SIMs / iSAMS.	Letter References Interview
Personal qualities, skills and characteristics	Excellent verbal and written communication skills Ability to relate well to young people and their families A friendly and professional approach. Team player with enthusiasm and perseverance. Evidence of very good organisational skills. The ability to use ICT effectively. A willingness to work flexibly, including evenings and weekends when required The ability and willingness to undertake national and international travel as needed. Professional appearance and attitude The ability to think creatively and implement new ideas. The ability to produce and evaluate statistical data.		Letter References Interview

The application process

In order to apply for this post, please complete the Application Form, Equal Opportunities Monitoring form and a letter supporting your application. In your letter you should:

1. State your reasons for applying for this post;
2. Outline the experiences that you believe have prepared you for this post;
3. Describe the skills and strengths that you will bring to Abbots Bromley School.

Please note that the application form must be completed in full. It is not sufficient to substitute a C.V. for all or any part of the form.

You are welcome to telephone or e-mail the school to ask for clarification on any matters regarding this vacancy. Informal visits to the school can be arranged before the deadline for applications, though applicants will have a tour of the school on the day of interview.

Completed applications should be emailed to recruitment@abbotsbromleyschool.com or posted to:

Mrs Heather Meadows, Personnel Secretary, Abbots Bromley School, High Street, Abbots Bromley, Staffordshire, WS15 3BW

Deadline for Applications: 9.00am on Friday 2nd March 2018

Interviews will be held on Friday 9th March 2018. Candidates who have not heard from us by then should assume their application has been unsuccessful on this occasion.

References

Please note that it is our practice to take up references before shortlisting for interview. If you would prefer us not to do so unless you are shortlisted, please indicate this clearly in your application. When an applicant is short-listed, any discrepancies or anomalies in the information provided or issues arising from references will be taken up at interview. Your referees should include your most recent employer and if working in a school, this must include a reference from the current Headteacher. References from relatives or friends are not acceptable.

Safeguarding

Abbots Bromley School is committed to safeguarding and promoting the welfare of children and young people. The successful applicant will be required to undergo Enhanced Disclosure clearance from the Disclosure Barring Service.

Candidates for teaching and support staff posts will be assessed at interview for their suitability to work with children. Appointment is conditional upon at least two satisfactory references which include specific comments on working with children and young people. All staff at the school have a responsibility to promote and safeguard the welfare of students at the school. In addition to the ability to perform the duties of the post the interview will also explore issues relating to safeguarding and promoting the welfare of children including:

- motivation to work with children and young people;
- ability to form and maintain appropriate relationships and personal boundaries with children and young people;
- emotional resilience in working with challenging behaviours;
- attitudes to the use of authority and maintaining discipline;
- any relevant issues arising from references;
- any gaps in time not covered by details in the application form.

This school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.