



BEECHWOOD SCHOOL

Registrar

Job Description

The Registrar is accountable to the Head.

The Registrar will be sales focused and is primarily responsible for pupil recruitment and the admissions process. They will build strong and lasting relationships with prospective parents and pupils, delivering on objectives to ensure the School operates at full capacity. They shall ensure that all enquirers and applicants receive a positive impression of the school. As a prominent public representative of the school, they will excel in customer service and be a firm believer in the ethos of the School.

The Registrar will play a key part in the planning, preparation and execution of key admissions-related public events, such as Open Mornings, exhibition events and Taster Days. They will provide regular updates to the Senior Management Team on boarding and day applications.

This is a crucial post which is key to the continued growth and development of the School. It is essential that the Registrar has excellent communication skills, both verbal and written, is able to maintain a high level of efficiency and be calm, confident and professional with a variety of audiences.

The Registrar is expected to have a whole school approach and ensure that they understand the importance of school events in relation to termly activities. They will also be expected to attend whole school events to gain a thorough understanding of the academic and pastoral experiences that pupils can expect when coming to Beechwood. A sound understanding of boarding, overseas recruitment, SEN and the curriculum would be an advantage.

The Registrar will have a high level of accountability with the key measures of success, being measured against the effective response to new enquiries and their conversion to parent visits and registrations, along with the flow of pupils between the individual year groups through developing good relationships with all stakeholders.

Personal Specification and Qualities

- An understanding of the principles of sales and a knowledge of marketing
- Leadership over enquiries, visits and admissions
- Sufficient numeracy skills to deal with statistical data, possess strong analytical skills
- Have excellent interpersonal and communication skills.
- Be flexible, reliable and well organized.
- Have excellent time management skills.
- Have a proactive approach to work; have personal integrity and the drive to do what is best for the pupils and the school.
- Excellent IT skills, particularly with excel.
- Be able to communicate succinctly and effectively both orally and in writing.
- Be an effective problem solver and a flexible team player.
- Demonstrate discretion and tact.

- Experience with a School information system is desirable.

The following list serves to illustrate scope and responsibilities of the post as is not intended to be an exhaustive list of duties.

Responsibilities

The Registrar will be responsible for the admissions process from the initial enquiry until the pupil joins the school. This process will include responsibility for ensuring the entire database is fully utilised to allow relevant records to be accurate and up-to-date. The statistics generated will help the School to assess the extent to which the strategies employed are useful. The aim is to secure pupil enrolment through:

1. Enquiries

- To provide an approachable and welcoming response to enquiries concerning pupil admissions.
- To oversee the admissions process from enquiries through to prospectus, visits, assessments, offers and enrolment including all general questions, administration and school communications: building up a good relationship with families.
- Build and maintain for as long as necessary an inclusive relationship between the School and prospective families, identifying any point of interest, ensuring that swift communication is employed.
- Provide information about the school and its mission to everybody who enquires, either by phone, email or face-to-face.
- Gather comprehensive information about each contact with a family in order that the admissions database can be kept up-to-date throughout the entire process.
- Log all enquiries on the School's Management Information System (Highrise)
- Maintain effective tracking of new enquiries/applicants through each stage of the admission process: enquiry, pre-application, application, decision (fee payment).

2. Visits

- To manage Prep School and Senior School tours, book appointments for parents, and make members of staff aware of the visit.
- Greet families when they visit.
- Ensure relevant information about visiting families is made available to the Head prior to their visit.
- Follow up all visits by appropriate methods of communication.
- Manage tour guides.

3. Applications

- Provide leadership and vision to ensure that the School's admissions practices and procedures are up to date, compliant with all relevant regulations and effectively implemented and that they are seen as dynamic systems that are continually kept under active review.
- To manage the Entrance Examination day in the Senior School and organise and administer the Senior School Examinations individually throughout the year including overseas assessments.

- To liaise with feeder and primary schools to build up relationships and request information on applicants where needed.
- Undertake analysis of entrance examination/test results as required.
- Assist the Head with the process of making offers, maintain records of responses, regularly update the Head on responses received and initiate appropriate follow up to responses.
- Oversee all payment, billing, academic and pastoral needs before enrolment liaising with other schools.
- To carry out the work involving the application for Scholarships at all levels, internal and external.
- Organise events such as, scholarship assessment days, new Pupil Afternoon and new Parents' Evenings. Ensure that parents of new pupils receive relevant documentation; assist with form allocation and prepare pupil induction materials as required; and provide relevant teaching staff with the required documentation relating to new pupils and their induction.
- Work evening/weekends when required
- Maintain proactive and timely communication with families throughout the admissions process, notifying all scholarship candidates of specific arrangements.
- Liaise with the accounts department regarding applications and advise with regard to payment of Registration fees, deposits and monies paid.
- Follow through every application to the point of final acceptance or withdrawal of interest by reviewing application forms, ensuring that all relevant documentation of received, arranging and supervising testing where appropriate.
- Contact all applicants on a regular basis with regard to the status of their application, after discussion with the Head.

4. Overseas Applicants

- Work closely with the Head to review and ensure that overseas enquiries are suitable.
- Ensure that good relations are maintained with key agents, including ensuring proactive and timely communications throughout the admissions process.
- Liaise and closely monitor the performance of overseas recruitment agencies.
- Assist overseas families in ensuring that appropriate guardianship arrangements are in place for all students joining the School, to be well informed and able to advise families of suitable guardianship agencies.
- Maintain appropriate records both during the admission process and when pupils have joined the School under Child Student and Student Visa.
- Understand the UKVI Points system, the responsibilities of sponsors of migrants, licence renewal, record keeping etc. and attend update training as and when required.
- Be responsible for issuing CAS for new students.
- Assist agents/parents as far as possible by answering any queries about the VISA process.

5. **Measurement, Analysis and Forecasting**

- Manage the weekly forecasting of admissions figures in conjunction with the Head, ensuring that the pupil forecast is based upon the up-to-date admissions pipeline.
- In conjunction with the Head track, manage and analyse all elements of the admissions process including enquiries, visits, registrations, offers, deposits, starters and leavers on the School's MIS and produce reports to present to the Head and Alpha.
- To record all option choices from prospective students to ensure that the Director and Studies has the information to place new students onto the timetable and into appropriate sets.
- To ensure that year lists are accurate and up-to-date at the beginning of each academic year and throughout the year as change occurs.
- To ensure that the Accounts department are made aware of all changes to the School Roll as joiners and leavers are confirmed.
- To produce a monthly electronic copy of the Admissions Register.

Generic Accountabilities

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. The duties outlined above are not intended as a restrictive list and may be extended or altered to include other tasks that are commensurate with the role as directed by the Head.

Safeguarding Children

In accordance with the school's commitment to adhere to the Department for Education's Keeping Children Safe in Education and all other relevant guidance and legislation in respect of safeguarding children, the School Registrar will be required to demonstrate your commitment to promoting and safeguarding the welfare of children and young people in the school.

Confidentiality

During the course of employment the School Registrar will have access to information of a confidential nature. Under no circumstances may this information be divulged or passed on to any unauthorised person or organisation.

Data Protection

During the course of employment, the School Registrar will have access to data and personal information that must be processed in accordance with the terms and conditions of the Data Protection Act 2018 and properly applied to pupil, staff and school business/information.