

## **Job Description: Admissions Officer**

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**Job Title:** Admissions Officer

**Report to:** Deputy Heads of Admissions

**Duration:** Full-time

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### **Job purpose**

Ashbourne College is seeking a dynamic, personable, and motivated Admissions Officer to join our admissions team on a full-time basis to support the growth of our student community and ensure an exceptional admissions experience for all involved. This role will primarily focus on student recruitment, particularly engaging with prospective students, their families as well as educational agents. This role is ideal for someone who thrives on building new relationships, displays strong attention to detail, and can confidently guide prospective students from their first enquiry through to enrolment. The ideal candidate will have sales experience, with some travel involved.

As a key member of the Admissions Team, you will represent Ashbourne to families, agents, and schools, playing a vital role in maintaining the College's excellent reputation for academic and pastoral support. Beyond recruitment, this role involves maintaining strong relationships with the students you have recruited, as well as their families, once they join Ashbourne.

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### **About Ashbourne**

Established over 40 years ago, Ashbourne has become one of the best private colleges for A levels in the UK for A levels. Distinguishing itself in many ways, including exam results, individual attention and facilities it aims to be the best college overall for A levels in the UK.

### **Ethos and culture**

At Ashbourne there are no uniforms, no assemblies, no school dinners and the relations between teacher and student are informal, vital and strong. This type of relationship is encouraged by the lack of formality and the opportunities for engagement provided by small classes.

Unusually for a private college, Ashbourne is selective; most importantly the college reserves the right to deny any student the opportunity to advance from year 12 to year 13 if they have not reached a sufficiently high academic standard. All students are expected to work hard and do their best to achieve their potential. There is a '100%' rule for the submission of homework and a shared ethos of aiming high and doing your best.

### **About the College**

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**Sixth form college** – almost all of Ashbourne's students are at A level and chosen to come because they want a more grown up approach to education, with more freedom and more responsibility. Our students leave behind school uniforms, school dinners and regimentation for the easy-going informality of relations with their teachers here. It offers a different approach to education.

**Academic performance** – consistently either first or second among competitor private colleges in London. More importantly, it is consistently in the top 5% of schools and colleges by value-added.

**Individual attention** – is supported by small class sizes which enable students and teachers to engage and be engaged. Each student has a personal tutor who monitors their academic performance and acts as a liaison between teachers, students and parents.

**Welfare** – many students succeed at Ashbourne because we offer support and strictly forbid any excessively bad behaviour, bullying or other forms of abuse.

**Location** – situated near Kensington Gardens, Ashbourne has a spectacular location and is within easy reach of London's myriad cultural opportunities.

**Ashbourne community** – 70% British with sometimes up to 50 different nationalities and an impressive array of subjects from art and performing arts to traditional maths, science and economics, there are an exciting number of students with different cultures, personalities, interests and ambitions.

**Academic opportunities** – The range of subjects from performing arts and all aspects of art and design through classics, history of art and traditional humanities to economics, maths and sciences highlights the diversity of talents, ambitions and personalities of its students.

**Extra-curricular opportunities** – Including Model United Nations, Astrophysics and the Ashbourne Revue of dance, drama, music and fashion, there is a wealth of activities to stimulate and inspire.

**Intensive courses** – Most students are engaged in 2 year A level courses but the college has offered specialist one year intensive courses and eighteen month courses beginning in January for both GCSE and A level since it began.

**Scholarships** – Among all private schools Ashbourne has one of the most generous scholarship programmes. It has supported many students of outstanding academic ability and is particularly proud of its music and drama scholarships.

**Happiness** – Students support each other. There are no cliques, snobbery and everyone should be able to find their niche.

## **Duties and Responsibilities**

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### **1 Student Recruitment & Outreach**

- 1.1 Act as the first point of contact for prospective families and agents, providing personalised guidance throughout the admissions process.
  - 1.2 Manage the end-to-end admissions journey, including handling enquiries, arranging visits and assessments, conducting interviews, and preparing offers.
  - 1.3 Build and maintain strong relationships with educational agents, feeder schools, and families, ensuring excellent communication and follow-up.
  - 1.4 Support the organisation and delivery of open days, school tours, and induction events.
  - 1.5 Collaborate on marketing initiatives to ensure admissions materials, website content, and social media reflect the College's values and appeal to prospective families.
  - 1.6 Maintain accurate records of enquiries and applications, ensuring efficient data management and reporting.
  - 1.7 Champion Ashbourne's ethos of academic excellence and individual care in all external communications.
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### **2 Relationship Management & Student Support**

- 2.1 Maintain strong relationships with students and their families from the point of recruitment through to their time at Ashbourne.
  - 2.2 Work closely with personal tutors and support staff to ensure students' academic and personal wellbeing.
  - 2.3 Support the organisation of extracurricular activities and social events to help students integrate and feel supported.
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### **3 Administrative Duties - Enquiries**

- 3.1 Ensure we get students from enquiries to registration as smoothly as possible.
- 3.2 Determine the quality of an enquiry made through via email or through the website, and as a result, phoning them or ensuring one of the Deputy Heads of Admissions follows-up with them.
- 3.3 Schedule in person and online interviews with the candidates and the Director of Studies in a timely manner, ensuring all internal calendars are updated.
- 3.4 Provide tours of the college to prospective students, parents and educational agents as required.

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- 3.5 Assist the Deputy Heads of Admissions in processing applications and sending follow-up emails to prospective students and their families.
- 3.6 Create and send offer letters to students who have been successful in the application process.
- 3.7 Follow up via phone and email with students and their families once an offer of a place has been made.
- 3.8 Maintain accurate records of Vietnamese student recruitment and engagement using internal systems.
- 3.9 Store all documents for prospective and active students onto the relevant databases.
- 3.10 Draft EHCP responses after liaising with the Principal, Deputy Heads of Admissions, and the Safeguarding team. Once approved, it is your responsibility to send the response.
- 3.11 Collaborate with the wider academic and administrative teams to enhance the student experience.

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### **4 Administrative Duties - Student Registration**

- 4.1 Once a student has accepted their place, ensure they have been assigned a student number. If a student's information changes between the time they applied and when they register, forward them to the Compliance team.
- 4.2 Send out welcome emails to the newly registered students and their parents.
- 4.3 Request references and Child Protection files from the students' previous schools. For students starting in September, this process should be started by the 1st July. For students starting in January, this should be requested immediately.
- 4.4 Request all previous formal exam results transcripts.
- 4.5 Chase any registration forms that have not been sent in a timely manner.
- 4.6 Inform the Registration Team when there are any immediate start students who accept a place at the college.
- 4.7 Alert the Registration and Timetable teams when an enquiry comes into the college where there is a high chance of them registering so that they may begin drafting the appropriate documents.
- 4.8 Alert the Timetable team if any new students require additional support outside of their timetabled lessons.

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### **5 Administrative Duties - Agents**

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- 5.1 Check all agent agreements are stored in the appropriate databases and are in date. Follow up where needed if an agreement has expired.
- 5.2 Check the internal agent database on a yearly basis and ensure all agent details are correct and all appropriate documents are filed.
- 5.3 Add new agents to the internal database.
- 5.4 Contact all references for new agents and upload them to the internal database.
- 5.5 Send agent agreements once all references are in place and upload them to the internal database.

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## **6 General Responsibilities**

- 6.1 Attend and actively contribute to department and staff meetings.
- 6.2 Attend and contribute to Student, Parent, Teacher trainings, education events, and Open Day events as required.
- 6.3 Build and foster relationships characterised by kindness, care, empathy, and respect with colleagues, students and families.
- 6.4 Undertake any other reasonable duties as may be assigned by the Director of Studies, Principal, or Deputy Head of Admissions, and demonstrate a willingness to be flexible and open-minded in carrying them out.

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## **Person Specification**

### **1 Qualifications, skills and experience - required**

- 1.1 Previous experience in school admissions, student recruitment, customer service, sales, marketing, or a client-facing role.
- 1.2 Excellent verbal and written communication skills with the ability to build trust and rapport quickly and building lasting relationships.
- 1.3 Demonstrate a proactive, solutions-focused mindset with a positive and resilient approach to challenges. Must be willing to go the extra mile when needed and show initiative in overcoming obstacles, always maintaining a constructive and supportive attitude.
- 1.4 Must be open to feedback and have a desire to always want to improve performance.
- 1.5 Organised, proactive, and committed to student success.

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- 1.6 Be a reflective practitioner open to others' perspectives.
  - 1.7 Embody collaboration with enthusiasm for working alongside colleagues.
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## **2 Qualifications, skills and experience - desirable**

- 2.1 Familiarity with the UK independent school sector.
  - 2.2 Fluency in additional languages
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Please note that this role does not offer visa sponsorship at this time.