



**Astrum  
Education**



**AN ASTRUM EDUCATION.  
AS INDIVIDUAL AS THE STUDENTS  
WE TEACH**



## ADMISSIONS REGISTRAR



Astrum Education Group is seeking to recruit an ambitious proven, or aspiring, Admissions Registrar to lead the substantial admissions, marketing, sales and communications team. This is an exciting and significant role that applicants will find engaging, challenging and fulfilling.

Ideally, the position will commence in January 2020, or earlier by arrangement. The start date could be flexible for the right candidate. This is a new and exciting position which will play a vital role in shaping the future development of the business.

The successful candidate will report to, and support the work of, the Head and Principal of the group's schools, as well as the Governing Body. On occasions, the Admissions Registrar will be invited to attend meetings of the Governing Body and its committees, supporting and advising on policy and strategy.

Applicants will need to be excellent communicators with a proven ability to build relationships, able to prioritise and plan a busy workload, have outstanding analytical and data analysis skills, and be able to evaluate systems and methods. The group is looking for a confident self-starter with strong leadership qualities: a leader with a friendly disposition, able to manage a dynamic team, who can recognise the strengths of the individual team members. Previous experience in school admissions within independent schools and overseas pupil recruitment is desirable, but not a requirement.

This is an engaging and exciting role, vital to the schools' development and growth.



# ASTRUM EDUCATION GROUP



The group is dynamic and ambitious. Currently, it consists of two different but complementary central London schools and a separate boarding house. Located over five substantial and impressive sites, the schools offer both day and boarding experiences for local, national and international pupils.

The underlying philosophy is to prepare pupils for the rapidly changing world through critical thinking, adaptability, and taking increasing responsibility for their learning and actions whilst striving for personal academic excellence. The schools build on mutual respect between staff and pupils alongside a strong culture of inclusiveness and openness, which encourages freedom for individual ambition and expression.

The pupils benefit from small class sizes and from outstanding learning environments. There has been a considerable investment in the quality of the settings and the interactive equipment provided.

## Governance, Leadership and Head Office

The Proprietorial and Governance structure comprises of the Astrum Board of Directors which delegates governance to the Boards of Governors for both schools. The Governing Bodies report to the Astrum Board termly, which reports to the shareholders.

There are three Governing Body sub-committees for each school: the Finance and General Purposes, Education, and Safeguarding and Pastoral Committees.

The senior executive leadership of the two schools is delegated to the Head of Kensington Park School and the Principal of Chelsea Independent College. With their School Management Teams, they are responsible for the day-to-day management and leadership of their schools.

## Chelsea Independent College - CIC

Superbly situated on Fulham High Street opposite the gates of Stamford Bridge, Chelsea International College is one of the pre-eminent sixth form colleges for pupils aged 14 and over. The College has a diverse student population drawn from over 40 different nationalities. Housed within two state-of-the-art, well-resourced and closely located sites, pupils are encouraged to be themselves.

The highly qualified staff provide a tremendous breadth of specialist courses for GCSE and A-level. Pupils may take GCSEs in either one or two years and there is a similar offering at A-level. A team of UCAS advisors support pupils through every stage of their university application and there is meticulous preparation for highly sought-after degree courses, such as Oxbridge, Medicine or Dentistry. Pupils from the College are ambitious and secure places on the most recognised degree courses at prestigious institutions, including the Russell Group and other leading UK's leading universities.



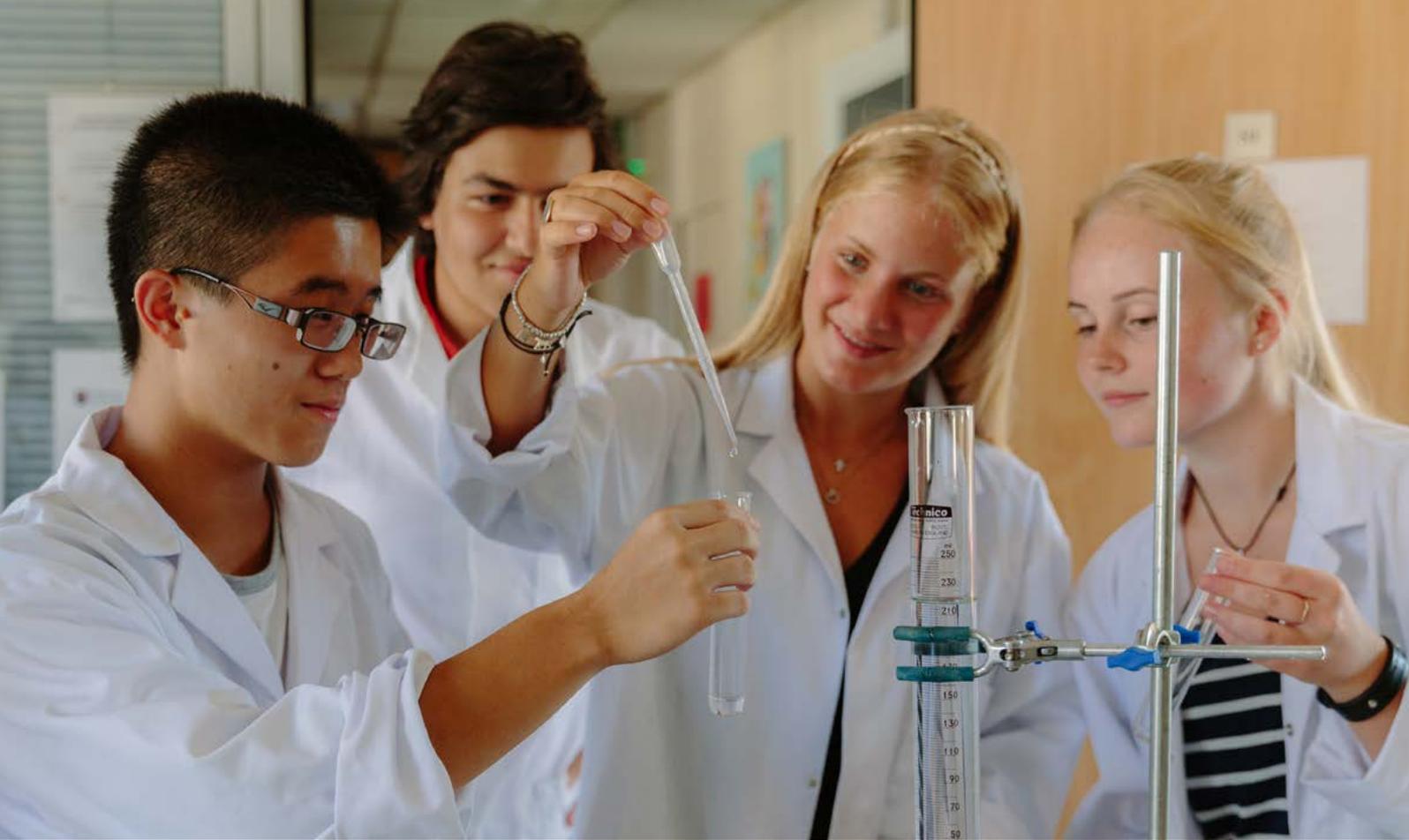
## Kensington Park School – KPS

This beautifully appointed school is spread over two sites in relatively close proximity in Kensington. The Sixth Form centre is housed in a building opposite the magnificent Natural History Museum. The Lower School, for the education of pupils aged 11 – 16, is found on Bark Place just around the corner from Queensway and Bayswater Tube Stations.

The school is exceptionally well resourced with the modern technologies and facilities required to deliver an outstanding curriculum. Class sizes are small and pupils are provided with a nurturing and supportive setting; this includes a pupil Personal Tutor, a Head of Year, specialist counsellors and the School Nurse. The Astrum Education Group opened the Sixth Form in September 2017 and the Lower School in September 2018.

## Boarding at Princess Beatrice House

Pupils from both CIC and KPS may board at Princess Beatrice House. Here, the pupils enjoy a boarding experience that equates to a London hotel in terms of décor, space and furnishing. Pupils have a choice of a single or double room in bright modern surroundings. All rooms feature en-suite and catering facilities, offering the pupils the opportunity of supplementing, or providing an alternative to, the excellent catering provision. Those who wish to board at PBH can make the most of living in the heart of London whilst enjoying a high standard of pastoral care in a safe and managed environment, 24 hours a day.



# JOB DESCRIPTION



## Main Responsibilities

This opportunity is a stimulating challenge for someone who is highly motivated and has the skill and experience to help steward this crucial department. There is plenty of scope to lead it into a new era, building on the strength of the current team and helping to propel it forward. The role will provide the successful applicant with the opportunity to be creative and imaginative, and to employ new and interesting strategies.

The key aims of the role are to lead, motivate and develop the admissions, sales and marketing team; set targets; monitor and maintain levels of recruitment and retention of pupils, and maintain Astrum Education's outstanding reputation. The role is, by its nature, multi-faceted and this job description can only provide a guide to, and general description of, the duties and responsibilities associated with it.

## General Management

The successful candidate will have the professional skills, abilities and experience to manage and develop the school effectively, and be required to:

- Line manage the admissions, sales and marketing teams
- Create and execute a seamless process to ensure the team provides the highest quality admissions and registration process, with due regard to legal processes
- Keep up to date with trends and developments in the independent and boarding sectors

- Propose and trial innovative admission ideas
- Have a sound understanding of boarding and overseas recruitment
- Identify, nurture and ultimately convert parental interest in KPS and CIC, using advanced client relationship management skills
- Maintain and build relationships with all stakeholders, including external and international educational recruitment agencies
- Liaise with external bodies, such as embassies, the British Council, UKVI and education providers, to support pupil recruitment and foreign study programmes
- Manage the pipeline of prospective interest effectively, efficiently and proactively
- Identify parent opinions/perceptions and recommend, or make, appropriate adjustments throughout the admissions process
- Take ownership and accountability for admissions' results and school numbers, providing necessary data to the Governing Body for regular forecasts and updates
- Manage enquiry data on the management information system (SIMS)
- Work closely with relevant staff members to ensure that all admissions admin is meticulously completed for all elements of the admission process
- Liaise with the Finance team, as necessary, to ensure appropriate financial assistance is granted to pupils in need and that accurate billing is carried out



## Sales and Marketing

- Drive the sales and marketing processes for the whole group
- Continuously drive new business and find innovative ways to market and publicise
- Plan, prepare and execute key admissions-related public events, such as open mornings, exhibition events and open days, nationally and internationally
- On occasion, represent the schools at home and at overseas exhibitions, fairs and seminars
- Ensure advance copywriting and editing of marketing material
- Oversee website management and social media platforms, to support the schools' social media profile and improve the marketing advantage
- Lead and chair team meetings
- Lead on the recruitment of new staff where needed

## Professional

- Exercise loyalty to Astrum Education Group
- Be able to provide leadership to the team in accordance with the schools' mission statements

- Be aware of the current requirements for the safeguarding of children
- Have the self-discipline to work within pre-determined budgets
- Show a commitment to sound principles of management through the establishment of clear standards and expectations of performance, effective delegation and time management
- Demonstrate sound judgement in the appointment and development of departmental staff
- Have the ability to plan and think strategically, and actively contribute to Board discussions on organisational strategy, priorities and imperatives
- Be able to market and represent the school effectively, through excellent communication, to prospective and current parents and the wider community, including the local press, and foster relations with a wide range of local schools (both independent and state), grammar schools, sixth forms and colleges
- Be computer literate and a confident user of IT for communications and management purposes, ideally with a knowledge of SIMS database management



# PERSON SPECIFICATION



To work effectively in this appointment, candidates will need to be highly organised and self-motivated, possess a thorough understanding of budgeting, forecasting and strategic business planning and demonstrate extensive general management experience. They must also be able to manage complex projects within strict budgets and demanding timetables. Therefore, an ability to negotiate would be advantageous, as would a clear grasp of the practicalities and potential of IT in the business environment.

Specifically, the Admissions Registrar requires mature personal qualities to enable them to work successfully, and in harmony, with the numerous people to whom they have responsibility, namely: the Board, the Governors, the Head and Principal, and the Teaching Staff and Support Staff. Candidates must have first-class communication, presentation and people management skills. A major asset of a successful Admissions Registrar is their ability to create an atmosphere of trust and accord between the various functions of the two schools and the wider Astrum Education Group.

The Admissions Registrar will be able to demonstrate a proven track record of successful management in a complex people-oriented organisation, and an empathetic but firm approach when addressing difficult situations and conversations. Candidates must have commercial acumen, showing good negotiating skills, coupled with analytical skills and the ability to think strategically. They must be able to translate strategy into practical reality, be empathetic towards the ethos and principles of the group and schools, and understand the needs and challenges facing independent education.

It is particularly important that the candidate possesses the imagination and courage to innovate, with tact, discretion, good humour and patience.

Original certificates will be required as proof of qualification. All other attributes will be assessed using the contents of the Application Form, at interview, and with professional references.

All members of staff are required to promote and safeguard the welfare of children they are responsible for, or come into contact with, and to adhere to, and ensure compliance with, the schools' child protection procedures and staff guidance at all times. Astrum Education Group is an equal opportunities employer.



# TERMS AND CONDITIONS OF THE APPOINTMENT



This is a pivotal appointment for Astrum Education Group. It is a full-time, permanent position and is subject to an appraisal and performance review.

The salary will reflect the importance of the role, be commensurate with experience and reviewed annually. Benefits include private health care, pension and lunches.

The successful candidate will enter into a formal contract of employment with Astrum Education Group. The responsibilities of the Admissions Registrar may evolve as the group develops and thus are subject to variation through negotiation.



# APPLICATION PROCESS AND IMPORTANT DATES



Applications must be submitted on an Application Form, downloadable from the Headspace Academics website: [www.headspaceacademics.com](http://www.headspaceacademics.com). It must include details of two referees, one of which should be a current or most recent employer. **Please do not send a CV.**

**For an informal, confidential discussion about the role, please contact** Cath Bufton-Green on [cbg@headspaceacademics.com](mailto:cbg@headspaceacademics.com), or 07941 052396. Cath is available daily, between 9.00 am and 6.00 pm.

Please return your completed Application Form in PDF format, by 10.00 am on Tuesday 8th October, to Dannielle Hutchings, on [dh@headspaceacademics.com](mailto:dh@headspaceacademics.com).

There will be an opportunity to tour the school during the interview process. Short-list interviews will take place on Wednesday 23rd October.

At interview, applicants must provide original documents to confirm their identity and the right to work in the UK. They must also bring proof of qualifications. The post is subject to an enhanced DBS check (including a Barred List check), safer recruitment checks, completion of a medical fitness declaration and satisfactory references.

The closing date for applications is **Tuesday 8th October 2019 at 10.00 am.**

Longlist interviews will be held on **Wednesday 16th October 2019.**

Shortlist interviews will be held on **Wednesday 23rd October 2019.**

The successful candidate will take up post in **January 2020 or sooner if available.**

Astrum Education Group is committed to safeguarding and promoting the wellbeing of children and young people and expects all staff and volunteers to share this. We will ensure that our recruitment and selection practices reflect this.



The recruitment process is supported by Headspace Academics Limited: <https://headspaceacademics.com/>