



Merchant Taylors'
School

Ambition | Character | Excellence

Merchant Taylors' School, Liverpool

Appointment of

Admissions Officer

Candidate Brief and
Information for Applicants

Merchant Taylors' School
Liverpool Road
Crosby
Liverpool
L23 0QP

Tel: 0151 928 3308

Fax: 0151 949 9300

www.merchanttaylors.com

About Merchant Taylors' School

In 2020 our historic independent school in Crosby, Liverpool celebrated its 400th anniversary. We are widely recognised as one of the finest schools in the North West of England with a rich heritage of educating girls and boys aged 4 to 18.

We occupy three sites in Crosby and each School is within close walking distance;

Stanfield Preparatory School - Coeducational Reception to Year 6

Merchant Taylors' Boys' School – Single Sex Years 7 – 13 (some joint teaching in the Sixth Form)

Merchant Taylors' Girls' School – Single Sex Years 7 – 13 (some joint teaching in the Sixth Form)

Alongside a rigorous academic curriculum, we offer an abundance of other opportunities, including a vibrant range of clubs and sporting activities designed to inspire and develop the talents of each pupil. Whether it's on the stage, in the concert hall, on the sports field or working in the community, our pupils will have the chance to grow in areas outside the classroom.

Our inspiring teachers seek to nurture a spirit of inquiry and curiosity in all our pupils, helping them to develop to their fullest potential. We also have a committed and highly professional team of support staff who are an integral part of the School which help to create a caring and supportive learning environment. Learn more about us and why we are proud to be investing in potential by viewing our 5-year strategy 2022- 2027:

<https://www.merchanttaylors.com/strategy/>

A Single Co-education School From September 2025

From September 2025 Merchant Taylors' Girls' will join Merchant Taylors' Boys' to create a single, co-educational senior school. The newly created school will be co-educational for all pupils aged 4-18, creating one school, one community, with one vision.

This strategic development allows us to broaden and strengthen our academic provision, while developing new opportunities and ensuring that access to those opportunities is the same for every pupil at Merchant Taylors'. The single, co-educational school will be based at the current Boys' School, which will be known as the Harrison Site.

Re-modelling our structure to become co-educational will provide greater operational and financial efficiency and will allow the School to help ensure that every pound generated in fee income from parents is invested to support the pupil experience. Uniting the Senior Schools on one site will mean that we can invest in one estate, refurbishing and developing it to meet, and indeed exceed, the requirements of all our community.

Merchant Taylors' School has a remarkable history, with every right to be proud of its achievements over the last 400 years. However, there is no room for complacency. The world is changing fast and we need to move with it whilst staying true to our founding purpose 'for the teaching, educating, and instructing of youth'. The core of our strategy is the creation of a more outward-looking school which reflects modern society, generous in its commitments to partnerships and service to others, inclusive and diverse in its outlook, forward thinking and digitally acute, operating with the advice of, and in partnership with those at the cutting edge of

change and with the schools around us. Society continues to evolve and it is our firm intention that the School adapts accordingly with agility and integrity.

In undertaking this change, the Governors are determined to retain all that is good from both the Girls' and Boys' Schools. This will ensure that both the new co-educational Senior School, and indeed Merchant Taylors' as a whole, becomes the best future-facing version of itself, understanding and serving the needs of its community as it has done for the last 400 years.

The Post

The Role:

The Admissions Officer is a key customer service role working across Merchant Taylors' Schools. The post holder will primarily support Admissions, and will also work closely with the wider marketing, communications and development teams, to advance the Schools' interests, pupil roll and profile.

The Admissions Officer will ensure that the work of the Admissions Office runs efficiently, in terms of supporting and facilitating the key admissions processes, the management of data, all aspects of customer service and liaison with relevant departments and staff. The workload is varied and demanding, particularly at key recruitment periods and contributes to the achievement of recruitment targets.

Due to the nature of the role, some evening and weekend work will be required, which is reflected in the salary and terms and conditions.

Key responsibilities

- Supporting the Head of Admissions & Marketing to ensure that the Schools' recruitment targets are met, through implementing key recruitment strategies and developing all relationships with key stakeholders, in particular, prospective parents.
- Supporting the Head of Admissions & Marketing with all aspects of the schools' admissions process with a view to maximizing the number of enquiries, visits, registrations and joiners, whilst ensuring retention levels at key points e.g. from Year 6 into Year 7 and from Year 11 into Year 12.
- Working with colleagues in the wider Marketing, Communications and Development to ensure that the Schools' key marketing messages are consistent and widely understood, particularly with regard to prospective families.

Specific responsibilities:

In partnership with the Head of Admissions & Marketing, the post holder will:

Communication and customer service

- Be aware of MTS vision statements, key aims and marketing messages and ensure best representation and consistency of these messages, at all times

- Positively represent the School at all times, and ensure prospective parents and pupils, including non-joiners, receive a sector leading customer journey from initial enquiry to enrolment and beyond
- Ensure all communications with prospective families are timely, personal, professional and friendly

Admissions Activity

- Support the Head of Admissions & Marketing with the day to day running of the Admissions office and associated duties, ensuring all enquiries are followed up in accordance with agreed procedures and timescales, in a timely, professional and personal manner.
- Provide information, advice and guidance throughout the Admissions process, from first enquiry through to enrolment.
- Ensure that all enquiries are tracked along the admissions pipeline using appropriate Admissions software.
- Anticipate, identify and resolve blockages in the pipeline and ensure that prospective families are moved to the next stage in the Admissions process in a personal and timely manner.
- Process pupil applications, obtain pupil references and any other related administration.
- Assist in the organisation of entrance examinations and provide timely and personal feedback to applicant families.
- Make personalised and detailed plans for each visiting family and organise relevant and informative school tours, inviting and meeting with key staff as appropriate.
- Assist with the preparation of appropriate briefing documents for senior staff relating to such visits.
- Develop strong and positive relationships with academic and support staff, applicants and their families.
- Respond rapidly to drop-in requests for visits from prospective families.
- Assist with follow up contact with parents who did not choose the school seeking feedback and understanding of their decision-making process.
- Assist with new pupil induction – issuing information to all new pupils detailing relevant calendar dates and including both consent forms and parent information sheets.
- Ensure that all new pupil/parent information and content of starting packs is kept up to date and relevant and sent out in a timely way.
- Assist with, and contribute to, the weekly admissions email to all staff informing them of all parental tours and pupil taster days scheduled for the coming week.
- In conjunction with Marketing, assist with the maintenance, refreshing and updating of all admissions literature including information booklets and the school prospectus.
- Work with Marketing to ensure that the Admissions section of the website represents ease of application across all four schools.
- Assist with carrying out regular competitor research.

Database Management and Record Keeping

- Be responsible for the administration of the admissions data, ensuring that all information on the enquiry form and in subsequent interactions by phone, email or in person are captured and recorded to facilitate proactive admissions management.
- Record all such information on the Admissions database and other systems.

- Track, analyse and report on all elements of the admissions process including enquiries, visits, registrations, assessments, new joiners and premature leavers.
- Assist in producing reports using Admissions software as required for the Executive, Admissions, Marketing and Development teams.
- Ensure that the schools' admissions and data management is compliant with GDPR and PECR and all other appropriate and current legislation.
- Ensure data capture through a variety of means is accurate and meticulous in nature.
- Report and share information in a timely and confidential manner regarding prospective pupils to appropriate academic colleagues.

Events

- Support the Head of Admissions & Marketing and Communications in arrangements for Open Days and other visits by prospective parents and pupils, such as taster and assessment days, working closely with the SLT (Academic) and relevant colleagues.
- Ensure that the taster and assessment events are a personal and positive experience for pupils and parents alike, taking every opportunity to positively influence decision making throughout the assessment and offer process.
- Assist where appropriate with all school events relating to marketing, admissions and development.
- Effectively participate in any other initiatives to drive pupil recruitment.
- As 'front of house' personnel, offer a consistently warm welcome and outstanding customer care, offering advice and support where necessary.

General

- Maintain confidentiality and observe data protection and associated guidelines where appropriate.
- Maintain an awareness of Safeguarding Children and undertake training as required.
- Assist with anything that is reasonably requested by the director of Finance and operations in relation to the work of the Marketing and Admissions Office.

Personal Attributes:

The successful candidate will need to demonstrate that S/he has:

Affinity with the School's culture

- The Admissions Officer will need to be at ease in promoting the values of an independent education and be able to embrace and articulate with conviction the benefits of the School's ethos.

Professionalism

- This includes such qualities as integrity, smart personal and professional appearance, treating confidential information with respect, being discreet, punctual, polite, measured and having a relentless focus on customer service.

Excellent interpersonal skills

- Build close and harmonious relations with colleagues and work co-operatively and supportively with others. The post holder will be a person who is at ease with persons of any culture or background.

Excellent communication skills

- Critically, the post holder must have an excellent telephone and personal manner, the ability to write correctly and communicate ideas and information in an imaginative and compelling manner.

Enthusiasm and energy

- Persistence, stamina, optimism, hard-working with a sense of humour.

Intelligence and educational track record

- The Admissions Officer will be articulate, logical and organised, able to multi-task effectively with a strong eye for detail. She/he will have a sufficiently high level of academic qualification to perform the role.

IT and database skills

- High level of competence with software packages (such as Microsoft Word, PowerPoint, Excel (and experience of databases and data-input.

Safeguarding

- Promote the welfare of children and be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

Annual objectives will be agreed with the successful candidate assessed and measured through a performance development review. This job description is current at the date of advertising but, in consultation, may be changed to reflect or anticipate changes in the job commensurate with the salary and role.

The job description or person specification does not form part of a contract of employment and each individual task may not have been precisely identified and outlined within the main duties and responsibilities above. It would be expected that the post holder would carry out any reasonable request made to undertake work of a similar level that is not specified in this job description.

Safeguarding Statement

Merchant Taylors' School is committed to safeguarding and promoting the welfare of children, and applicants must undergo enhanced child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS).

Terms and Conditions

The position is part-time, all year round and the post holder is expected to work 22.5 hours per week with 30 minutes lunch break (unpaid) each day.

Benefits

The successful candidate will be able to take advantage of a number of benefits which include:

- Working as part of a committed and talented team of professionals
- Competitive salary
- Membership of the Schools' administrative pension scheme
- Life insurance benefit
- Access to our on-site fitness suite
- Provision of car parking within the School grounds
- Free lunch and refreshments during the school day
- Access to our employee assistance programme providing a 24-hour counselling and advice line
- Support for your continuous professional development

Personal Specification

Attributes	Essential Criteria	Desirable Criteria
Knowledge	<ul style="list-style-type: none"> • A working knowledge of the principles and practices of Customer Relationship Management 	<ul style="list-style-type: none"> • Interest in and understanding of the independent education and the broader educational landscape
Skills and abilities	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Able to interact well with people at all levels • Highly motivated • Flexible, organised and logical, with the ability to multi-task • Excellent attention to detail • Willingness to embrace new technologies and ways of working 	<ul style="list-style-type: none"> • Sound working knowledge of databases
Experience	<ul style="list-style-type: none"> • Track record of delivering excellent customer service 	<ul style="list-style-type: none"> • Experience of admissions in schools or universities
Qualifications	<ul style="list-style-type: none"> • A good educational track record and evidence of career development 	<ul style="list-style-type: none"> • AMCIS certificate in Admissions
Personal circumstances	<ul style="list-style-type: none"> • Willing to attend Open Events and wider school events • Willing to work out of hours as and when school admissions functions occur 	<ul style="list-style-type: none"> • Current driving licence
Equality	<ul style="list-style-type: none"> • Candidates must demonstrate 	

	understanding of and acceptance and commitment to the principles underlying equal opportunities	
Customer Care	<ul style="list-style-type: none"> • Knowledge and understanding of effective customer care and management 	

How to apply

For more information about Merchant Taylors' School, Liverpool why not visit our website <https://www.merchanttaylor.com/>

If you would like to apply for this very rewarding role please go to <https://www.merchanttaylor.com/join-our-team/support-staff-vacancies/>

The closing date is Tuesday 30th July at Midday and completed application forms should be returned to recruitment@merchanttaylor.com