

Admissions Manager

Candidate Information


**CARDIFF
SIXTH FORM
COLLEGE**

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Together we're extraordinary.





Introduction & Background

Cardiff Sixth Form College was set up in 2004 as a small private tutorial centre in response to a perceived need in the community to cater for those students of high academic ability but relatively modest financial means. Latterly, expansion of the college has allowed for international students to access this same service. The aim of Cardiff Sixth Form College is to prepare students for a well-balanced, modern life with outstanding levels of educational achievement.

The college is located in the heart of Cardiff City, occupying a site providing spacious and modern teaching and administration facilities alongside state-of-the-art and luxurious student accommodation. A combination of small class sizes, individual attention and excellent teaching leads to first-class academic results with the college being recognised consistently as the ‘Number One Independent School in the UK, at A Level’ since 2011.

Cardiff Sixth Form College is an international boarding school which brings together some of the most talented students from different countries, including the local area, providing a stimulating environment in which to study. Students bring an enthusiasm and focus to their studies and are hungry for knowledge and success. In 2020, 99% of students achieved A*-A grades and 100% A*-B. 17 students went on to Oxbridge and 50% to the G5 universities with 76% going onto QS Top 100 universities worldwide

Location

Cardiff Sixth Form College is set in the heart of the Welsh capital city of Cardiff. Based in three buildings, closely located to the town centre, it is very much an ‘urban college’.

Cardiff is the largest city in Wales and is its chief commercial centre, the base for most national cultural institutions and Welsh media, and the seat of the National Assembly for Wales. At the 2011 census, the unitary authority area population was estimated to be 346,090, and the wider urban area 479,000. Cardiff is a significant tourist centre and the most popular visitor destination in Wales with 21.3 million visitors in 2017. In 2011, Cardiff was ranked sixth in the world in National Geographic’s alternative tourist destinations.

Since the 1980s, Cardiff has seen significant development. A new waterfront area at Cardiff Bay contains the Senedd building, home to the Welsh Assembly and the Wales Millennium Centre arts complex. Current developments include the continuation of the redevelopment of the Cardiff Bay and city centre areas with projects such as the Cardiff International Sports Village, a BBC drama village, and a new business district in the city centre. Sporting venues in the city include the Principality Stadium—the national stadium and the home of the Wales national rugby union team—Sophia Gardens (the home of Glamorgan County Cricket Club), Cardiff City Stadium (the home of Cardiff City football team and the Wales football team), Cardiff International Sports Stadium (the home of Cardiff Amateur Athletic Club), Cardiff Arms Park (the home of Cardiff Blues and Cardiff RFC rugby union teams) and Ice Arena Wales (the home of Cardiff Devils ice hockey team).

It is well served with excellent road and rail links, being connected via the M4 and having three railway stations in close proximity.



School Aims & Ethos

Cardiff Sixth Form College's vision is to be "The Best Academic School in the World": lofty aspirations which are backed up by a remarkable history of high academic achievement and successful university placements.

Ralph Waldo Emerson said: "Without ambition one starts nothing. Without work one finishes nothing. The prize will not be sent to you. You have to win it." This epitomises the attitude of a typical Cardiff Sixth Form College student who is ambitious, whose aspirations are broad and whose academic dreams are significant. It is for the hard-working and diligent student who wants to excel and broaden their academic horizons. It is for students who wish to win a place at the best universities to study courses which will provide fulfilment and challenge. It is not for everyone, but it is the perfect place for many.

The college aims to deliver teaching and learning that challenges, inspires, demands and delivers excellence; careers guidance which is outstanding and is tailored to the individual's needs and aspirations; pastoral care which is safe, caring, compassionate, understanding and developmental; administration which is efficient and supportive, with compliant systems, both complementing and leading the provision; and sustainability that comes from a profitable organisation that invests for and in the future.

ISI Inspection Report

In the last full ISI inspection report (April 2016), Cardiff Sixth Form College has been judged 'excellent', which is the highest possible rating, in every school category.

The main highlights of the report are:

- The college exceeds expectations for the quality of education
- Students are supported by excellent teaching and a well-planned curriculum
- Students demonstrate very high levels of knowledge development
- Students' progress and achievements are outstanding
- The college provides a safe and secure learning environment for students and staff
- The college's pastoral structure provides excellent support and guidance for its students in accordance with its aims
- Relationships between staff and students are excellent
- Students report that they are happy, safe and extremely well supported
- Leadership and management are excellent
- Students in interviews expressed a very high level of satisfaction with the education provided

In 2017 Cardiff Sixth Form College moved under the educational oversight of Estyn, the education and training inspectorate for Wales.

Governance

The college is a registered company limited by guarantee operating within the Dukes Education Group Ltd. The college is governed by a Board of Directors, consisting of:

- Founder and Chairman
- Managing Director (Colleges)
- Managing Director (Central London and Cambridge Schools & Nurseries)
- Managing Director (Outer London Schools and Nurseries)
- Managing Director (Beyond the Classroom)
- Chief Financial Officer

The Board of Directors is assisted by a professional support team and appointed Senior Advisors to review all aspects of college performance and monitoring. This includes safeguarding, fees, staffing, budgets, health and safety, property, admissions and marketing, compliance, inspections, training and development, legal matters, complaints, surveys and other local school issues.

The Governing Body meets termly to consider reports from the Principal and Head covering all college matters.

The Board retain ultimate responsibility for the approval of all policies and developments. They also review regularly their impact on college finances and operations. All operational matters are delegated to The Principal and Head, as appropriate, who are responsible for fulfilling the college's aims and the successful implementation of the college's strategic development plan.

College Structure and Leadership

Cardiff Sixth Form College is lead and managed internally by the following teams:

Senior Management Team

- Principal
- Head
- Deputy Head, Academic
- Deputy Head, Pastoral
- Bursar & Head of Operations

College Management Team

- Head
- Deputy Head, Academic
- Deputy Head, Pastoral
- Bursar & Head of Operations
- Operations Manager
- Academic and Data Manager
- Head of Boarding
- Student Services Manager
- Head of Careers & Higher Education
- Admissions Manager

The Opportunity

The Principal of Cardiff Sixth Form College invites applications for the post of Admissions Manager.

This is a new and exciting role, which will provide key management of our admissions department and processes. As the leading academic A Level school in the UK, we attract a large interest from prospective students and their parents from a very wide geographical area, including Wales and the UK and from Africa, Asia, Europe, North and South America. Recent years have seen an increase in the volume of enquiries and applications and the continued prominence of Cardiff Sixth Form College as a provider of excellence has led to the creation of this role to manage all matters related to the admissions process for applicants.

This role will add significantly to our potential to achieve our administrative mission of efficient, supportive, compliant systems which both complement and lead provision. The person will be responsible for managing the day-to-day pupil and student placement within Cardiff Sixth Form College and for guiding prospective pupils, students, families, agents, promoters and guardians through the enquiry and application process.

The Admissions Manager will have excellent communication skills, an attention to detail and a decisive and strategic approach which will maintain and build upon the standards required to ensure that those admitted to the school will be best placed to gain from the experience provided and achieve exceptional levels of excellence.



College

Cardiff Sixth Form College is registered with the Welsh Government as a boarding school for pupils and students from 14+.

GCSEs

Cardiff Sixth Form College began operating an intensive one-year GCSE course for Year 11 students in 2018. Students whose own national education system transitions at age 15 are able to gain the necessary Pre-A level qualifications in a rigorous and focused academic programme, giving them the best preparation for success. Currently, approximately 20 students undertake GCSEs in:

Art | Economics | Geography | History | French | German | Biology | Mathematics (and/or Additional Mathematics) | Chemistry | Physics | English (1st or 2nd Language) | Student's 1st Language (when not English)

The curriculum also includes PSE and PE as additional courses.

In 2022 Cardiff Sixth Form College will introduce a traditional two year GCSE course. This will deliver the same academic subjects as the one year course with the addition of Business Studies and ICT.

A Levels

As the leading A level provider within the UK, Cardiff Sixth Form College offers an outstanding academic programme for admission to the best universities in the UK and internationally. Currently over 300 students undertake A levels from a range of 14 subjects:

Art | French | History | Biology | Further Mathematics | Mathematics | Chemistry | Geography | Physics | Economics | German | Psychology | English Literature | Government & Politics

An EPQ may also be undertaken

In addition, the college helps students build management and project skills, teamwork abilities, confidence and a healthy mindset. Our teaching approach places considerable emphasis on independent learning – to look beyond simple answers and demonstrate a passion for knowledge and discovery. To support this aim, all students have access to courses in critical thinking, effective communication, leadership and entrepreneurship.

Learning begins in the classroom but doesn't end there. All students take part in an extensive super-curricular programme including elements from work observation, academic enrichment trips, career-based societies and a wide range of academic competitions. All students have the opportunity to participate in an 'International Citizenship Experience' (ICE), which is a unique programme designed to give students work experience and observation, team building and leadership skills, and cultural awareness and appreciation. Current ICE trips are to Malaysia, India and Tanzania.

An extensive university preparation programme complements the curriculum, giving students the best chance to achieve their potential. This includes specific assistance for Oxbridge entry, Medicine and Healthcare degrees and international university preparation. As a part of Dukes Education, we are supported by Dukes Consultancy, including Oxbridge Applications, The Medic Portal and US University Applications in providing expert and bespoke assistance to our students.



Job Description

The Admissions Manager is responsible to the Head for all admissions matters. Their role is to ensure that the highest levels of customer service are maintained and enhanced and that the required caliber and number of students and pupils are delivered to the college.

As a core member of the College Management Team, they work closely with the Head of Boarding, Student Services Manager and other key staff, to ensure the effective placement of appropriate students and pupils into the school. They are responsible for creating and sustaining a culture of high-achievement, attention to detail and administration efficiency within the team.

They are committed to fulfilling the vision, mission and values of the college through all aspects of their work.

Key Areas of Responsibility

This list is not exhaustive and the post holder may be expected to assume additional responsibilities as reasonably requested by the Head. The position is reviewed annually, along with the role description.

The Admissions Manager keeps the Head, Principal and Group Director Marketing and Admissions informed of any significant issues relating to the enquiries, applications and admission of pupils and students to Cardiff Sixth Form College and the wider Duke Education Group.

The Admissions Manager will work alongside other members of the College Management Team to lead the day to day operations of the college.

1. Admissions Cycle and Relationship Management

- Work closely with the college sales, marketing, admissions and administration teams to ensure that we provide an outstanding customer journey for all prospective families.
- Be a primary point of contact for all matters relating to admissions for all Cardiff Sixth Form College courses.
- Build relationships with prospective pupils, students, parents, agents and guardians throughout the admissions process to deliver an efficient and welcoming experience through interaction.
- Ensure efficient administration, including timely correspondence with all stakeholders from initial enquiry through to arrival.
- Work collaboratively to deliver a complete and thorough transition process from the admissions department to the administration team during the arrivals process.
- Work in partnership with the college sales and marketing team to assist in delivering positive customer experiences in promotional events held at the college including open days, visits and tours, parents' events and celebratory activities.
- Administer well communicated scholarship programmes for both local and international pupils and students and assist in the promotion of these in liaison with the sales and marketing team.
- Work as an integral member of the Dukes Education family and maintain positive communications and activities with admissions departments from all other schools and colleges.
- Manage the visa application process in collaboration with Newland Chase for all visa nationals applying to Cardiff Sixth Form College, ensuring timely and appropriate communications.

2. Leadership and Management

- Provide positive and strategic leadership for the admissions department in line with the college vision, mission and ethos, liaising closely with the Principal and Head
- Be responsible for the line management and development of the members of the admissions team, including the Registrar, Admissions Administrators, Database Administrator, Alumni Manager and other staff as necessary.
- Represent the Admissions department on the College Management Team during regular meetings.
- Liaise with other Dukes Education providers to demonstrate and adopt best practice activities, promoting these with necessary training and implementation both within and outside Cardiff Sixth Form College.



3. Data and Process Management

- Ensure that all information held on the Sales Force CRM is accurate and up to date and that it is reviewed regularly for appropriateness.
- Provide reports as required by the Governors', Principal, Head and Group Director Marketing and Admissions to inform understanding of the admissions process throughout the cycle.
- Take responsibility for and track accurately, the placement of appropriate numbers and types of students according to the targeted capacities of boarding houses, academic classes, key stages and courses.
- Administer an effective and thorough academic testing process to ensure that applicants are suitable for the courses applied for and that they will gain the most benefit from the education pedagogy at Cardiff Sixth Form College.
- Track and record the outcomes of the stages of the admissions process and analyse effectiveness, reviewing to ensure that we strive for excellence in all areas.
- Liaise closely with the college Academic and Data Manager, to ensure that all pupil and student data is collated prior to admission and that this data is transferred efficiently from Sales Force into iSAMS, the college management system.
- Operate a data driven approach to managing the scholarship process in response to the targets set by the Head annually.



Person Specification

The Admissions Manager leads by personal and professional example. A highly successful administrator, manager and communicator, they demonstrate their commitment and passion for relationship building and target driven processes and understand the pivotal role that the admissions process plays in achieving the college vision and missions. They have a keen eye for detail and understand that improvement and development of both systems and people is the key to maintaining excellence for all stakeholders in the college community.



Category	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Good Honours Degree 	<ul style="list-style-type: none"> • Postgraduate qualifications in administration/management
Experience	<ul style="list-style-type: none"> • Experience as an effective administrator • Experience of working with small, target driven teams • Experience of academic administration and database management 	<ul style="list-style-type: none"> • Work as an admissions administrator • Administration within and independent school • Experience of working with international students
Leading and Management	<ul style="list-style-type: none"> • Experience of working in and leading teams • Ability to delegate work and support colleagues in undertaking responsibilities • Understanding and experience of effective budget planning and resource deployment • Leading new initiatives and gaining ‘buy in’ for them Empathetic and proactive management demonstrating evident integrity, warmth and sensitivity to others • Ability to work in close partnership with college leaders to ensure delivery of strategic direction 	<ul style="list-style-type: none"> • Successful involvement in staff recruitment/ appointment/induction • Experience of performance management and supporting the continuing professional development of colleagues
Accountability	<ul style="list-style-type: none"> • Ability to communicate effectively, orally and in writing to a range of audiences eg parents, pupils/students, agents/promoters, staff, directors/governors • Ability to provide clear information and advice to SMT and directors/governors • Understanding of strategies for responsibility management 	<ul style="list-style-type: none"> • Experience of target delivery

Category

Essential

Desirable

Skills and qualities

- Confidence, drive, enthusiasm and positivity
- High level of written and verbal communication skills
- Exceptional attention to detail
- Excellent organizational skills and the ability to manage projects and processes efficiently
- Ability to work flexibly and as a part of a team
- Confident IT skills
- Experience of working with CRM's
- Confident relationship builder at all levels, both internally and externally
- The ability to work confidently under pressure
- An understanding of the motivations, attitudes and aspirations of parents and pupils/students interested in highly academic, independent education
- Appreciation of the international and global nature of the business of education

- Previous use of Sales Force CRM
- Previous use of iSAMS



Terms & Conditions

A formal contract detailing terms and conditions will be drawn up on appointment. The following notes provide guidance without prejudice, on the likely main provisions.

- A highly competitive remuneration package, with a salary commensurate with the level of the post, the experience of the candidate and the regional location of the college.
- Inclusion in the Cardiff Sixth Form College pension plan.
- The appointment is subject to one full term's notice.
- Holiday entitlement is by arrangement with the Principal and while it should generally be taken during college holidays, the Admissions Manager will be expected to be present for some periods outside term time.
- The Admissions Manager's performance will be subject to a regular review.
- The college will be supportive, whenever possible, of external professional activities such as committee membership and professional body activities as agreed with the Principal.
- Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS).
- Longlisted candidates will be asked to undertake identity and qualification checks which conform to the college's Safeguarding Policy. They must also agree to references being taken up at the final stage and checks made with past employers.

The successful applicant will be required either to complete a self-disclosure medical questionnaire or have a medical examination paid for by the college.

The appointment is subject to satisfactory references, satisfactory clearance from DBS, proof of identity and qualifications and a satisfactory medical report.



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