
Registrar (Senior School)**(Post No: tbc)**

Role Purpose

The Registrar (Senior School) plays a pivotal role in ensuring that every prospective family experiences a warm, personalised and seamless admissions journey. Acting as the primary liaison for families from initial enquiry through to joining the Senior School, the Registrar (Senior School) delivers an exceptional standard of care, supports informed decision-making and upholds the school's values at every stage. The role combines people-focused relationship management with efficient operational delivery, data accuracy and a desire to help young people reach their full potential.

The Registrar (Senior School) will work closely with admissions and marketing colleagues, the wider External Relations team, support and teaching staff, senior leaders and the Head of Bedales to ensure a seamless and welcoming admissions experience.

Working pattern: Full year / full time, although flexibility available over working pattern

Responsible to: External Relations Director

Department: External Relations

Category: Support Staff

Duties and responsibilities**Admissions enquiries & family liaison**

- Act as the main point of contact for prospective Bedales Senior families by phone, email and in person.
- Manage all Senior School admissions enquiries, ensuring timely fulfilment and proactive follow-up.
- Build strong, personalised relationships with families, guiding them through each stage of the admissions journey.
- Provide accurate and engaging information about the school, tailoring responses to individual needs.
- Maintain detailed, GDPR-compliant records of all interactions in Open Apply, the admissions management information system.
- Monitor the Admissions inbox, responding promptly and escalating where appropriate.
- Anticipate common questions and concerns, ensuring families feel supported, informed and valued.

Admissions visits/tours & events

- Coordinate all individual visits and tours, liaising with Senior Reception and student guides.
- Support the planning and delivery of Open Days and other admissions events in collaboration with admissions and marketing colleagues.
- Ensure staff receive timely visitor information each week, providing the Head and Deputies with relevant background on visiting families.
- Greet families warmly on arrival and ensure a positive, well-organised experience.
- Follow up after visits to encourage progression to registration and take-up of offers.

Admissions assessment & offer management

- Work closely with the Data & Assessment Manager to schedule and administer assessments.
- Support the collection of registration fees as appropriate.
- Meet and greet candidates and parents on assessment days, ensuring a calm and welcoming environment.
- Manage the offer process in consultation with the Head of Bedales, drafting offer letters and communicating decisions sensitively and professionally.
- When an offer is not made, guide families with empathy, ensuring the school's reputation is upheld.
- Ensure all admissions processes comply with safeguarding expectations and guidance.
- Ensure all international admissions are compliant with the additional visa and guardian requirements, in liaison with the External Relations Director and Visa Compliance lead.

Post-offer engagement & pre-joining administration

- Support the programme of 'keeping warm' activities for families who have accepted places, in liaison with the Head of Marketing & Engagement.
- Support the Data & Assessment Manager to ensure all pre-joining administration is completed, including medical forms, references, handbooks and buddy allocations.
- Share new starter information with colleagues, ensuring all staff are briefed prior to a student's first day.
- Ensure all compliance checks are complete and financial deposits have been paid before enrolment in liaison with the Data & Assessments Manager and Finance team.

Tracking, data & reporting

- Monitor applicants' progress through the admissions pipeline, ensuring timely contact at each stage.
- Track and analyse conversion rates, identifying trends and opportunities for improvement.

- Produce regular admissions reports for the External Relations Director and Senior Leadership Team.
- Maintain accurate forecasting of student numbers to support school planning.

Marketing & communications collaboration

- Work closely with marketing and communications colleagues to ensure admissions materials, website content and messaging remain accurate and compelling.
- Provide insight into family motivations, feedback and conversion patterns to inform marketing strategy.
- Represent the school at admissions, marketing and external events.
- Support the creation of testimonials, case studies and family stories where appropriate.

Continuous improvement

- Seek regular feedback from families to identify opportunities to enhance the admissions experience.
- Review and refine admissions processes to improve efficiency, consistency and quality.
- Maintain awareness of competitor schools and market trends.

Safeguarding & General

- Comply with all safeguarding policies, procedures and code of conduct.
- Demonstrate a personal commitment to safeguarding and student wellbeing.
- Ensure that any safeguarding concerns or incidents are reported appropriately in line with policy.
- Engage in safeguarding training as required.
- Delegate and seek appropriate administrative support from the Senior School Reception team and the Admissions Office Manager, in liaison with the Registrar (Prep & Pre-prep).
- Contribute to External Relations team planning and meetings.
- Uphold the school's values and act as an ambassador for Bedales at all times.
- Maintain high standards of professionalism, timekeeping and communication.
- Work collaboratively with admissions colleagues and the wider External Relations team, support and teaching staff and the Senior Leadership Team.
- Undertake any other duties reasonably required to support the smooth running of the Admissions function.

The duties and responsibilities in this role profile are not restrictive and are only an outline of the role. The post holder may be required to undertake any other duties commensurate with the role which may reasonably be required. Any such duties should not,

however, substantially change the general character of the role.

Date job description raised/reviewed: January 2026

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> A Levels or equivalent 	<ul style="list-style-type: none"> Degree/ Business/ administrative qualification or equivalent professional experience Training or qualification in customer service, data management or school admissions
Skills	<ul style="list-style-type: none"> Event planning and management, with a focus on a positive customer experience Excellent written and verbal communication and interpersonal skills Confident use of MS Office 365 suite Strong attention to detail, ensuring accuracy in data entry, record-keeping and reporting Highly organised, able to manage multiple enquiries, deadlines and events simultaneously Ability to be adaptable and sensitive when dealing with challenging and demanding situations Skilled at tailoring communication to different audiences, including families from diverse cultural backgrounds Confident in planning and coordinating visits, tours and large-scale admissions events Sound judgement when handling sensitive conversations, including declined offers or complex family situations Able to maintain data integrity and follow compliance processes meticulously Able to anticipate questions, identify potential issues early, and take proactive steps to resolve them. 	<ul style="list-style-type: none"> Use of artificial intelligence tools to support admissions Knowledge of international education markets and cultural sensitivities Comfortable analysing data, tracking conversion metrics and producing clear reports

	<ul style="list-style-type: none"> Ability to form positive, collaborative relationships with colleagues, students, parents and carers, and the wider community 	
Experience	<ul style="list-style-type: none"> Experience in a customer facing, relationship driven role Managing complex and challenging situations with a mix of stakeholders Managing a busy inbox, high volume enquiries and competing priorities Coordinating events and visits, ensuring a polished and welcoming experience Working with international families Good knowledge of ICT and administration systems Highly motivated and able to use own initiative Working collaboratively with peers and senior leadership teams 	<ul style="list-style-type: none"> Working within an education, boarding, and/or not-for-profit setting Working with international agents, and an understanding of visa/ guardian requirements Competent user of admissions or CRM systems (experience with Open Apply and iSAMS is an advantage) Familiarity with feeder school networks
Personal Attributes	<ul style="list-style-type: none"> A warm, friendly, enthusiastic, professional and engaging manner Confident, polished and comfortable representing the school at events and in first impression moments Discreet and trustworthy, with a strong sense of responsibility for safeguarding and student wellbeing Proactive and self-motivated, always looking for ways to improve processes and enhance the family experience Possesses a 'can do' attitude Natural empathy and emotionally intelligent, able to support families sensitively at all stages of the admissions journey A clear understanding of and an empathy with our ethos and values Demonstrates commitment to equality and diversity 	

	<ul style="list-style-type: none">• Ability to remain calm and solutions focused during busy periods or unexpected challenges• Understands the need for confidentiality at all times.• Ability to put the needs of the students first• A team player who collaborates naturally and contributes positively to the wider team and school	
--	--	--