

Brief for the position of

Admissions Manager



SHERFIELD
SCHOOL

Nursery • Junior Prep • Senior Prep • Senior • Sixth Form



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Background

Sherfield School is an outstanding, all-round academic, active and creative school where students thrive and flourish as they experience the excitement and enjoyment of learning.

As an independent, co-educational day and boarding school set in North Hampshire, Sherfield provides a wonderful learning environment for students from 3 months to 18 years within exquisite park and woodland surrounding a listed heritage building. It has an excellent academic record, superb facilities and a wonderful ethos.

Through a rich variety of experiences, students at Sherfield become passionate and creative problem solvers, ready to contribute to a global society. As ambitious, enterprising, inventive and innovative young minds, they develop the confidence, resilience and resourcefulness to be successful in tackling the challenges life presents to them. Through academic rigor and a supportive environment, they grow strong, self-assured and motivated by each Sherfield experience.

As a school community, Sherfield challenge, inspire and support each other as they create and imagine the student's best futures.

The school community knows and cares for each other and foster an environment where students and staff feel supported whilst building strong and ambitious futures. Together they build a powerful culture of creativity that is without boundaries. Sherfield pupils are critical thinkers who challenge ideas, pave new paths and encourage inventiveness whenever possible.

The school prides itself in their close relationship with parents and place great value on individual contact. Friendliness and willingness to listen are the starting points for effective collaboration which you will find embedded in the school's culture.



Mission & Aims

Vision

Our students create a positive impact, inspiring change and a better future.

Mission

Ad Vitam Paramus – Preparing for Life. We create a learning environment that nurtures, inspires and challenges, preparing everyone for life in a global society.'

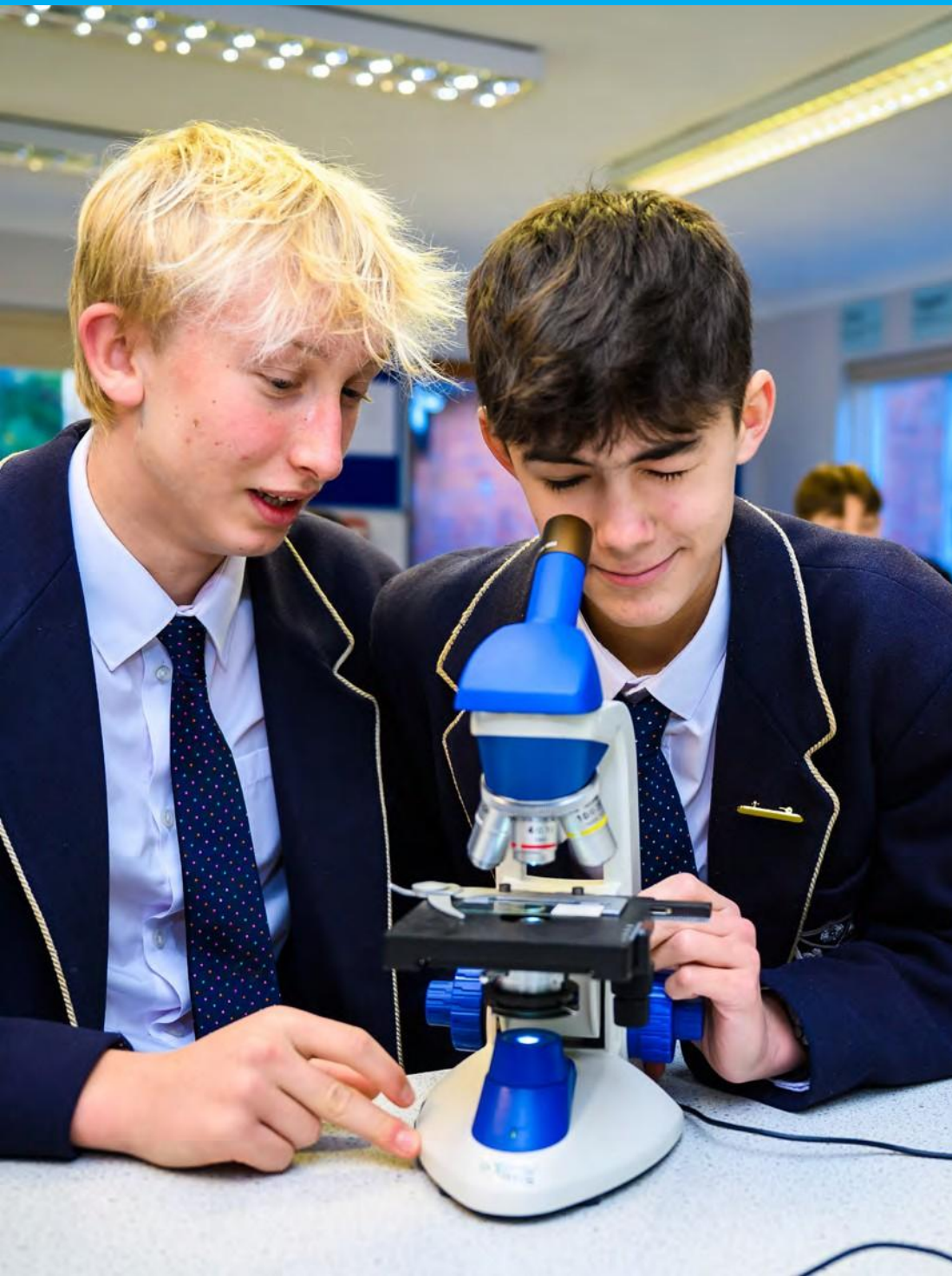
Core Values

Respect: Valuing every voice in our community.

Kindness: Acting with empathy towards others.

Courage: Having the strength to do the right thing.





Teaching and Learning

Sherfield follows the national curriculum up to year 9, the students then study a range of GCSE subjects for two years, and in their final two years of education, are offered a wide variation of A level and BTEC subjects.

Subjects range from traditional academic subjects, such as Economics, Geography, and the Sciences, to more practical subjects, such as Drama, Music and Product Design. There is also an option for A-Level students to undertake the Extended Project Qualifications (EPQ).

Teaching and learning at Sherfield is excellent and based upon values of confidence, creativity and connection, developing exceptional experiences for students through a framework of challenge, ownership, dialogue and engagement. Sherfield believes that teachers have the greatest influence upon the learning and progress of students and therefore as a team they strive for the best.

Teachers provide a positive and inclusive learning environment and experience for all pupils. At Sherfield, the teachers strongly believe in the principles of preparing students for life.

Aims

Sherfield aims to teach each student using the most effective methods possible, by providing expertise and resources to teachers, parents and pupils and through regular and rigorous monitoring and evaluation of teaching and learning against student progress and achievement.

The school aims to teach every student how to learn so that they become independent, confident, and self-motivated lifelong learners by:

- Teaching how to self-evaluate and set/work towards targets.
- Providing or guiding independent access to learning resources.

Sherfield aims to celebrate each person as a success by:

- Recognising effort and achievements
- Providing appropriate feedback that always shows the next steps.

Enrichment

The ethos of enrichment at Sherfield centres around the school's motto – *Ad Vitam Paramus* – *Preparing for Life*.

Pupils can choose from a wide range of activities in consultation with their parents at the start of the year with staff on hand to offer guidance and support. There is something for everyone.

Pastoral and boarding

Sherfield offers full boarding, weekly and flexi boarding options for nine to 18 year olds. The school operates a shuttle service for weekly boarders to and from Basingstoke railway station, which offers direct trains to London Waterloo every 15 minutes and a journey time of only 47 minutes. Allowing students to enjoy the beautiful countryside location during the week and the city at weekends.

Sherfield places great emphasis on empathy, motivation and social and cultural awareness and pupil wellbeing is at the heart of Sherfield from its youngest to most senior students. Learning is tailored to every child's talents and needs and children are given individualised support, made possible by smaller class sizes. Sherfield staff aim to ensure each child achieves their full academic and personal potential in a nurturing environment as they progress through school. Teachers and form tutors see the importance in parent cooperation and maintain close relationships with parents throughout each child's entire time at school.



Sports and Activities

Sherfield has a long list of inclusive clubs, planned after school programmes and competitive teams that pupils can take part in, whatever their interests.

Every term there are updated programmes of music, languages, sports and hobbies available to all pupils throughout the school so they can pursue a passion or extend their learning. Children can choose from a list of wonderful extracurricular activities, ranging from horse riding and fencing to origami.





The Arts

Drama: The Drama Department at Sherfield is an exciting and fun place to experiment and explore ideas, theatrical styles and the possibilities of performance and production. Much of what the school does is pupil-led which results in fresh, creative, and original theatre.

Music: Music plays an important role throughout Sherfield School, whether pupils are learning as part of their day-to-day curriculum or whether they take up instruments or join in with the many choirs, bands, orchestras and groups. All pupils in the Pre-Prep and Prep take part in choir which encourages the children to have confidence in themselves from day one.

Creative: Pupils are exposed to a wide variety of media, processes and techniques starting in the Nursery and, at later stages, are given the opportunity to work on a large scale in the open plan art studio complex.

For more information about Sherfield School, please visit: <https://www.sherfieldschool.co.uk/>

Education in Motion

Sherfield is proud to have joined Education in Motion (EiM) in September 2023.

EiM is a global education company that aspires to be a leader in pioneering education for a sustainable future. With a diverse family of premier education brands around the world, the group is known for its holistic programmes that balance wellbeing, character development and academic success.

EiM aspires to be the global leader in pioneering education for a sustainable future. Its family of mission-aligned schools is committed to create meaningful change for our world by empowering communities through innovative education. Students 'Graduate Worldwide', with the skills and experience to make a positive difference in the world.

As part of a larger network, the Sherfield community is provided an invaluable source of support. Not only does this growing network provide parents with choice as their careers take them to new places, but it also enables students and staff across the network to share best practice and provides opportunities for exchange for both students and teachers.

The EiM story began in 2003, when parents Fraser White and Karen Yung began looking for a school in Shanghai that would provide for their three young children. They wanted a challenging and ambitious education that would prepare their children for the future, moulding them into confident and well-rounded young people who could make a difference in the world. However, their search came up short. A serendipitous meeting with Graham Able, the then Master of Dulwich College in London, resulted in the idea of opening an international Dulwich College in Shanghai, the first Education in Motion school. Today, Education in Motion is a growing family of premier education brands, nurturing more than 11,000 students to 'Live Worldwide'.

For more information about EiM, please visit: <https://www.eimglobal.com/>



The Role

The **Admissions Manager** is responsible for pupil recruitment and the admissions process and will be the main point of contact for prospective families. The Admissions Manager will ensure a smooth transition into school life whilst delivering an exceptional level of service and ensuring a high quality of work. Sherfield School is an all-through school and the admissions journey is vital from 3 months to 18 years and a strong understanding of the need to recruit into key entry points and retain at key transition points is crucial to this role.

This is a full time 52 week post and some flexibility in working hours, evenings and weekends, will be required due to the nature of the role.

Key Responsibilities

- Manage the admissions process from the first enquiry to the pupil's arrival at the school to ensure that it delivers excellent, effective and timely professional customer service.
- Work with the Head of Admissions, Marketing and Communications (AMC) on the development of communications, events, and advise on marketing materials for target audiences.
- Assist with planning a range of events throughout the academic year for prospective families.
- Arrange visits to the School and lead tours for prospective families for nursery, pre-prep, prep, senior, sixth form and boarding - working with heads of phase/section.
- Organise in-school assessment sessions for prospective pupils, including producing the relevant documentation and arranging remote assessment where appropriate.
- Ensure all admissions correspondence is professional, timely and meets the school's communication guidelines, including preparation of offer letters.
- Work closely with the Bursar regarding applications, new starters, leavers and advise with regard to payment of deposits/fees.
- Conduct research to provide data and trends on joiners and non-joiners.
- Keep the school admissions and CRM system (OpenApply) and database (iSAMS) updated regarding the status of prospective pupils and leavers.
- Provide regular updates on admissions activity to Head of AMC.
- Liaise with schools to request references and safeguarding information as required for new pupils.
- Manage pupil transfer information to the local authority and keep the school's admissions register accurately updated
- Ensure that the school's admissions policy is regularly reviewed
- Establish good working relationships with other schools and potential clients.
- Develop and maintain a full understanding of target audiences, competitors, and the dynamics of the marketplace.



Key Responsibilities (continued)

- Develop and deliver a highly effective admissions service, responsive to the needs of identified target audiences at all entry points.
- Oversee all aspects of admissions, building strong processes and procedures, ensuring swift responses and excellent data reporting and establishing future strategy.
- Plan and deliver the School's pupil recruitment targets in liaison with the Head of AMC.
- Ensure that all touchpoints with prospective parents, visitors and Sherfield School stakeholders (with particular importance to first impressions) are of a consistently high and impressive quality.
- Build a global marketing and pupil recruitment strategy, developing and maintaining strong links with agents.
- Research and identify new recruitment streams, nationally and internationally.
- Widen the reach of Sherfield School, increasing recruitment locally, from across the UK and internationally.
- Support the implementation of admissions processes that will maximise conversion rates and target high-quality candidates in line with the school's recruitment objectives.
- Lead the planning of visits to schools and agents in target countries and represent and promote the School at international recruitment fairs, agent tours and visits overseas.
- Ensure the collection, management and reporting of admissions data and provide forecasts for pupil numbers to support financial planning and budgeting.
- Establish the print and production requirements of the Admissions Department and oversee the production of support materials such as display materials, agents' resources, promotional items, subject information, fulfilment packs and open day, event and taster day programme promotions.
- Develop and maintain a full understanding of target audiences, competitors, and the dynamics of the marketplace and produce appropriately segmented messaging.
- Agree on a programme of visits to feeder schools/school fairs/overseas events and attend as required.
- Keep abreast of all matters relating to the entry of pupils to Sherfield School, as well as trends in the sector, both nationally and internationally
- Drive a culture of excellent customer service for prospective families and agents, ensuring a first-class end-to-end customer journey throughout and successfully converting interest into admissions
- In conjunction with the Head of AMC, set the School's international student targets, to develop and enhance the international recruitment strategy
- Develop and deliver an annual programme of recruitment and admissions events, taking overall responsibility for Open Days, Taster Days, School Fairs and feeder school engagement to support agreed recruitment targets
- Develop the School's feeder school strategy, aimed at expanded geographic reach and delivery of a targeted and effective outreach programme
- Monitor and respond to key market trends via effective strategies and tactical plans
- Evaluate and report on attendance at key events and ensure feedback is sought following each one to inform future planning
- Ensure all admissions comply with relevant standards, for example, on data and visa regulations



The Person

Qualifications, Experience and Skills

- Educated to degree level or have equivalent relevant professional experience.
- Significant experience in an admissions role within an independent school environment is essential.
- Deep understanding of the independent schools market, including trends in parental choice, competitor positioning, and enrolment cycles.
- Proven ability to manage the full admissions lifecycle—from enquiry, visit, application, and assessment, through to offer and enrolment.
- Skilled in using admissions databases or CRMs to manage workflows, analyse trends, and support data-led decisions.
- Experience in organising and leading admissions related events, such as open mornings, assessment days, and taster sessions.
- Strong written and verbal communication skills, with the ability to communicate clearly, consistently, and appropriately across multiple channels.
- A commercially aware mindset, with a focus on conversion, retention, and achieving enrolment targets.
- Excellent interpersonal skills with the ability to build warm, trusted relationships with prospective families and represent the school with confidence and professionalism.
- Good analytical skills with the ability to interpret and act on admissions data, market intelligence, and competitor benchmarking.
- Creative problem-solver, adaptable, and proactive under pressure.
- A genuine enthusiasm for independent education and a desire to contribute to the life of the wider school community.

Personal Attributes

- Strong computer skills and familiarity with MS office, OpenApply and iSAMS.
- Ability to prioritise workload, with flexibility when meeting tight deadlines.
- Proven project management ability and attention to detail.
- High level of tact and diplomacy.
- Highly motivated and forward thinking.
- Resilient and adaptable.
- A strong commitment to diversity as a school community, valuing and promoting inclusion.
- In addition, understanding of the School's responsibilities in relation to safeguarding and child protection issues and a clear commitment to delivering best practice in safeguarding. The school's Child Protection and Safeguarding Policy can be found on our [website](#).

Benefits

- Competitive salary offered dependent on skills and experience.
- Annual holiday entitlement of 25 days plus statutory bank holidays
- Up to 50% discount on school fees for up to 2 children attending Sherfield School
- Contributory pension scheme, as well as a death in service benefit
- Parking on site
- Complimentary school meals in term time and when the school's kitchen is open during school holiday periods.
- In-house training

How to Apply

The closing date for applications is **Thursday 30th October**.

Interviews will be held during **w/c 3rd November**.

Early applications are encouraged and we reserve the right to interview outstanding candidates before the closing date.

In order to apply, please submit a completed Sherfield application form which can be downloaded from the Sherfield website, a comprehensive CV along with a covering letter which sets out your interest in the role and encapsulates the aspects of your experience relevant to the required criteria. Please include current salary details and the names and addresses of three referees. Referees will not be approached until the final stages and not without prior permission from candidates.

Please send your information via e-mail to Anna Gray, Head of HR at hr@sherfieldschool.co.uk

Personal data

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and/or biometric data) in your CV and application documentation.

Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your expressed consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.

Diversity, Equity, and Inclusion

Education in Motion is committed to diversity within our team, organisational practices, policies and culture. We recognise that people with different backgrounds, skills, attitudes and experiences bring fresh ideas and perceptions,

and it encourages and leverages these differences to make our work more relevant and approachable. Education in Motion will not discriminate or tolerate discriminatory behaviour on any grounds such as, but not limited to, race, gender, disability, nationality, national or ethnic origin, religion or belief, marital/partnership or family status, sexual orientation, age or socioeconomic background.

Education in Motion strives to be an inclusive workplace where everyone feels a sense of belonging, has a voice, can raise concerns, and feels comfortable and confident. We expect everyone who works within to share this commitment and to act accordingly, as we aspire to best serve the Education in Motion mission and the community.

Safer Recruitment Practice

Education in Motion is committed to safeguarding and promoting the welfare of children and expects all applicants to share the same. We follow safer recruitment practices which are aligned to the recommendations of the International Task Force on Child Protection.

We hold ourselves to a high standard of effective recruiting practices with specific attention to child protection, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

Qualifications, Identification, Health and Background Checks

Please note that you may be required to submit documentation providing proof of your identity and qualifications as part of Education in Motion's safeguarding procedures. You may also be required, if an offer is to be made, to undergo a pre-placement medical assessment and relevant background checks as part of the school's recruitment and safeguarding procedures.



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eimglobal.com