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Welcome and introduction to the role

Thank you for your interest in the role of Head of Admissions at St Peter's School, York.

Life at St Peter's is busy and this is a place where dedicated colleagues work hard in a friendly, supportive environment. The sense of community and collegiality is often referred to as a key strength of St Peter's alongside opportunities for personal and professional development. This is a school where excellent delivery is expected and where skills, interests and values are equally important. We want our whole school community to inspire the children we educate.

St Peter's consistently achieves outstanding academic results in A Levels, GCSEs and value added but our education goes beyond just academic achievement. Our pupils are nurtured, challenged and encouraged to have a fulfilling time at school and to make a positive impact on their world. All of our staff play a part in their journey.

St Peter's is one of the UK's leading independent schools, educating young people for almost 1,400 years. Today, the School combines a rich heritage with a forward-looking commitment to educational excellence, pastoral care and the development of young people who are equipped to flourish in an increasingly complex world. From Nursery to Sixth Form, St Peter's offers an outstanding all-through educational experience, underpinned by high academic standards, exceptional co-curricular opportunities and a strong sense of community.

As the independent school sector continues to evolve, admissions has become one of the most strategically important functions within any successful school. Demographic changes, increasing competition, shifting parental expectations and a more data-rich operating environment mean that schools must take a sophisticated and evidence-based approach to pupil recruitment, retention and market development. The Head of Admissions therefore plays a critical role in shaping the future success and sustainability of St Peter's. The role is responsible for leading admissions strategy, ensuring the School attracts, converts and enrols the optimum number of pupils while maintaining the high standards and values for which St Peter's is known.

At St Peter's, we believe that exceptional admissions is built on both outstanding relationships and rigorous analysis. Families make one of the most important decisions in their child's life when choosing a school, and every interaction must be characterised by warmth, professionalism and a genuine commitment to understanding their aspirations. At the same time, strategic decisions must be informed by robust data and market intelligence. The successful candidate will be expected to use detailed admissions data to understand trends, monitor conversion rates, identify opportunities for growth and continuously improve performance across the admissions journey.

This is therefore a role for a leader who combines commercial awareness with educational purpose, and who is equally comfortable building trusted relationships with prospective families as they are analysing recruitment pipelines and market trends. The successful candidate will join the School at an exciting time and will have the opportunity to shape a modern, data-driven admissions function that supports St Peter's strategic ambitions while ensuring every prospective family experiences the very best of the School.

We hope this briefing pack provides a helpful insight into the opportunity and the qualities we are seeking in our next Head of Admissions. We look forward to learning more about your experience, vision and ambition for this critically important role.

We hope that you are inspired to join us and look forward to receiving your application.

Best wishes,

Jeremy Walker
Head Master

About St Peter’s School

St Peter’s was founded by St Paulinus of York on the same site as York Minster in 627 AD. In the sixteenth century, the School was given a Royal Charter by Philip and Mary and, in 1575, the School’s most infamous pupil, Guy Fawkes, attended St Peter’s.

The School’s connection with Guy Fawkes continues, with its campus in the Clifton area of York acquired in 1844 situated on land once owned by the Fawkes family. The School continued to evolve in the twentieth century, starting with the acquisition in 1901 of St Olave’s Prep School. In 1976 the first girls were admitted to the School in the Sixth Form, and in 1987 St Peter’s became co-educational at all levels. In 1994 the School purchased Clifton School and Nursery, enabling St Peter’s to provide a seamless, continuous education from ages 2 to 18.

Our historic links with the Minster continue. In 2020 we became the choir school for York Minster, educating the boys and girls in the choir and supporting their busy schedule of rehearsals and services, alongside everyday school life. Members of the Chapter are represented on the Governing Body and the School is fortunate to use the Minster for annual events including the carol service, major concerts and prize-giving.

St Peter’s sits at the heart of the community in York and Yorkshire with extensive links and connections. We are a key member of the York Independent State Schools Partnership, nationally regarded as a leader in the field, and host a variety of other events in partnership with the University of York and the York Literature Festival, alongside our own public lecture series. Plans for the future include increasing the number of pupils receiving assistance with fees and working more closely with the City of York Council and local schools.

Proudly located on a 50-acre riverside campus just 10 minutes’ walk from the centre of York, St Peter’s is an over-subscribed co-educational, day and boarding school which achieves outstanding examination results alongside an extensive co-curricular programme.

The School was named TES Independent School of the Year for 2021, as well as Pre-Prep School of the Year for a second time having previously won the award in 2018.

Today, the whole school works together to deliver a dynamic, all-round education that develops the abilities and enthusiasm of each of the 1,200 pupils on roll.

Aims and Ethos

Our aim is to prepare pupils to be successful and fulfilled in their adult lives, to be leaders with humility and to make a positive impact on their world. We define this as being able to make the most of their academic and personal potential, to have positive relationships in all aspects of their lives and to make an impact in their immediate communities and the wider world for the common good.

The Four Keys

St Peter's aims are achieved through the four Keys; qualifications, skills, interests and values.

Qualifications include excellent results in academic examinations and in wider areas such as music and drama examinations and the Duke of Edinburgh Award.

Skills developed through academic subjects are complemented by a broader range of skills required for a truly successful life. We are committed to offering our pupils a wide co-curricular programme to develop those skills not always attained in the classroom. These include those identified in the World Economic Forum's Future of Jobs Report (2020):

Emotional intelligence – Leadership - Social influence – Creativity – Originality – Initiative – Critical thinking - Persuasion and negotiation – Resilience – Flexibility - Complex problem-solving

Interests developed through the academic curriculum and the co-curricular are crucial in sustaining our pupils through their adult lives while fostering the acquisition of wider personal skills.
As importantly, it makes them interesting people who add value to others.

Values are the hallmark and bedrock of a successful life, giving sustenance in times of prosperity and adversity. The values developed at St Peter's enable our pupils to make complex, moral decisions and give them the courage to carry them out. They are:

Friendship – Trust – Wisdom – Compassion – Endurance – Hope - Humility

Our School Structure

St Peter’s School is one school arranged over three sections: St Peter’s Nursery, St Peter’s Junior School and St Peter’s Senior School.

St Peter’s Nursery

In January 2027, St Peter’s will open a year-round Day Nursery, operating 50 weeks a year, for babies from six months to children aged three. The Nursery will be based in The Rise, a beautiful Victorian property located on the edge of our campus.

Children will enjoy access to our 50-acre grounds, including dedicated outdoor play areas and Forest School, as well as specialist sessions in art, music, PE, and languages delivered by our teaching staff. Our Nursery will provide a safe, warm, and stimulating environment, underpinned by a progressive curriculum informed by research and evidence on child development and early years education. We are committed to ensuring every child experiences the joy and richness of a healthy, happy childhood.

St Peter’s Junior School

Educating children from Nursery to end of Year 6, St Peter’s Junior School is located on the southern part of the school campus. Whilst the Junior School has dedicated spaces for teaching, sports, performance, music, dining and much more, the school also has full access to shared facilities for St Peter’s School, such as the swimming pool, 50 acres of land and specialist facilities. Under the

leadership of the Head of the Junior School and senior leadership team, the school deliver an internationally recognised, innovative curriculum alongside a huge range of activities and wraparound care. St Peter's is the Choir School for York Minster and choristers are educated across the Junior and Senior School from Year 4 to Year 8.

St Peter's Senior School

The Senior School educates children from Year 7 to the Upper Sixth, located on the northern part of the school campus, sharing some specialist facilities with the Junior School. With a mix of day and boarding pupils, the school is underpinned by academic challenge characterised by a creative and collaborative approach. Inspiration from living in close proximity to a cultured and historic city adds further richness to the pupils' lives. Our pupils achieve outstanding academic results alongside a busy and exciting schedule of academic extension and a huge co-curricular programme.

The School's website and our most recent inspection reports can be viewed at www.stpetersyork.org.uk

About the Role

St Peter's School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment by always complying with the school's Child Protection and Safeguarding Policy and Procedures. The successful applicant will be required to undergo statutory pre-employment checks, including a Disclosure and Barring Service check.

Job Title: Head of Admissions
Reports to: The Head Master

Hours of work: 37.5 hours/week (52 weeks). There is some flexibility in hours but they are generally expected to be Monday to Friday 09:00 17:00, but some weekend and evening work will be required.

Accountabilities

1. **Strategic Leadership:**

- Create an admissions strategy which effectively differentiates St Peter's from its competitors
- Implement the strategy in consultation with the Head Master, Head of the Senior School, Head of the Junior School and Chief Operating Officer
- Develop and communicate an action plan to support the strategy

2. Team Leadership:

- Lead and motivate a team of admissions professionals ensuring high standards of professionalism and customer service
- Employ efficient working practices to increase quality, service and productivity
- Develop initiative and technical skills in the admissions team
- Assess resources and ensure effective departmental planning
- Manage performance

3. Pupil Recruitment:

- In partnership with the Marketing Department, ensure the School recruits its optimum number of pupils (both day and boarding) and increases the number, calibre and diversity of candidates applying to the School
- Ensure communication with prospective parents and pupils is optimised and aligned with brand guidelines
- Ensure prospective parents visits, visiting days, test and interview days and taster days run smoothly and are managed effectively and efficiently
- Manage applications, entrance assessments and interviews efficiently and fairly
- Work with the Head of the Junior School and Head of the Senior School on the decision making process and nurture families through to acceptance of places and induction processes leading up to their first full day at St Peter's

4. Relationship Management and Customer Service:

- Act as the main point of contact for prospective parents and pupils
- Engage with current parents to support word-of-mouth referrals and retention
- Maintain excellent relationships with all colleagues, particularly those closest to the admissions process

5. Data Management and Analysis:

- Ensure the Admissions team accurately collect and input all admissions data in the School's MIS systems
- Follow process and procedural guidelines to ensure data is captured throughout all points of the admission process
- Provide regular reports and analysis on pupil recruitment
- Use data to inform the admission strategy and market development
- Monitor conversion rates from enquiry to acceptance, identifying areas for improvement

6. Feeder Schools and Outreach:

- Maintain excellent relationships with feeder schools, their leaders and influencers
- Ensure the feeder school outreach programme is varied, innovative and effective
- Support colleagues in the delivery of departmental events
- Ensure the School is represented well at 'future schools' exhibitions
- Maintain and develop excellent relationships with Agents and Educational Consultants supplying boarding pupils, ensuring they are provided with the information and resources they need to represent the School
- Review and evaluate the effectiveness of each relationship
- Evaluate the effectiveness of the outreach programme

7. **Alumni:**

- Work with the Alumni Department Develop and maintain strong relationships with Old Peterites to drive recruitment and retention of pupils

8. **Financial Management:**

- Manage the admissions budget effectively, ensuring all admissions initiatives are cost-effective and within budget parameters
- Work effectively with the Director of Finance Director regarding applications for fee-assistance

9. **Compliance**

- Ensure compliance with ISI Regulations relevant to Admissions
- Ensure compliance with GDPR and safeguarding policies in the handling of pupil data
- Ensure compliance with UKVI (UK Visas and Immigration) regulations for international pupils and be responsible for the visa applications process

General

Health & Safety - You have a legal duty to take reasonable care of your own health and safety and that of others and you are expected to be familiar with, and adhere to, St Peter’s School’s Health and Safety policy.

School values – You have a duty to ensure your work, communication and approach conforms to the school’s core values and mission. You will need to be aware and comply with school rules, policies and procedures at all times including, but not limited to, those relating to safeguarding, conduct, equality and data protection.

St Peter's School strives to be diverse and inclusive. We encourage applications from people who identify as Black, Asian or from a Minority Ethnic background, who are underrepresented at the school. The school is committed to providing equal opportunity to all employees and pupils. This means that employees are treated fairly, irrespective of sexual orientation, ethnic origin, religion, disability, age, gender, marital status or other reason. The post holder is expected to always comply with the provisions set out in law and the St Peter's policies on equality and diversity.

The school is committed to promoting a diverse and inclusive community – a place where we can all be ourselves and succeed on merit.

Note: This job description is not intended to be a comprehensive list of duties and responsibilities associated with the post. The post holder will be expected to comply with any reasonable request to undertake work of a similar level that is not specified in this job description.

This job description may be amended at any time in consultation with the postholder.

Person Specification

Criteria	Essential	Desirable	Assessment
Experience	• Leadership of an admissions/sales (or similar) department within a medium to large organisation • Demonstrable track record in strategic planning • Demonstrable experience leading and motivating a team through a period of change and development		
Qualifications		• Honours degree	
Specialist Knowledge	• Strong IT skills, especially in data-handling and analysis and interest in the opportunities afforded by AI • Knowledge of, and passion for, the independent school sector • Proven experience of innovation and imagination		
Personal Skills	• A winning mentality with an outstanding track record in delivering sales targets		
Personal Attributes/Competencies	• Strong communication skills, both interpersonal and in public		

	• Confident and effective public speaker • Decisive and confident in managing a team • Possessing the capacity to analyse and improve systems within departments		

Employee Benefits

We are a happy, thriving 2-18 co-educational day and boarding school community that combines a high quality, all-round education with a forward-looking and exciting approach to learning.

Our staff are the key to our success. It is their expertise, enthusiasm and commitment that is reflected in our high standards and in the continued excellence of our outcomes. In return, we offer all our colleagues a competitive package.

Salary
All support staff are paid on an appropriate point on the St Peter's Support Staff Salary Scale.

Annual Leave
Employees on all-year round contracts are entitled to a basic entitlement of 25 days paid annual leave (this rises to 27 days after 5 years of service) each year plus public holidays (public holidays occurring when the School is in session are working days). Part-time and term time employees receive a pro-rata allowance of annual leave.

Additional days may be given at Christmas.

All holidays must normally be taken outside of term time.

Discounted School Fees
A discount of 50% on school fees is offered to eligible staff for a maximum of two children per family if a place is available and entry requirements are met. The discount is offered for children aged 4 -18 only.

For part-time staff the discount is calculated pro-rata based on the employee's working hours.

Pension
Eligible support staff are automatically enrolled into the St Peter's School Pension Scheme. Those who do not meet the government criteria for eligibility will be given the option to join/opt in. The School pays a contribution of 12% of the monthly salary and the employee is required to pay 6%.

Sick Pay
Where employees are unable to attend work due to sickness, there is a provision for sick pay. The duration of sick pay increases according to the employee's length of service.

Maternity, Paternity and Adoption Pay
Subject to qualifying criteria, the School offers enhanced allowances for Maternity, Paternity and Adoption Pay for all staff.

Employee Assistance Programme (EAP)
The School provides all staff with access to an Employee Assistance Programme.

An EAP is designed to help you deal with issues that may be affecting your home life, work, health and general well-being. It offers free confidential expert advice on a range of issues 24/7, 365 days a year.

Free School Lunches

Staff can enjoy a free meal during the lunch period in the School Dining Room. Lunch is provided on normal working days during term time. A selection of hot and cold food, beverages and sandwiches are available. The common rooms at all three Schools are well supplied with refreshments throughout the day.

Cycle to Work Scheme

Eligible employees can join our Cycle to Work Scheme (a salary sacrifice arrangement) that allows tax and National Insurance savings on the purchase of a bicycle (and related equipment).

Parking

Limited parking is available on site although alternative travel incentives may be available as part of our sustainable travel plan. All staff are encouraged to use alternatives to car travel wherever possible.

Sports Facilities

All staff can use the school sports facilities free of charge when they are not in use by the pupils. This includes a gym and swimming pool.

Training and Development

Our employees are encouraged to develop their skills and knowledge continually. Training and development opportunities may include gaining a professional qualification and other formal learning opportunities.

Application Process

How to Apply

To apply for this post, please submit a completed application via the link on the St Peter's School website.

The closing date for applications is **Friday 30th October at 10am.** Interviews will take place in the week commencing 2nd November.

To arrange an informal conversation contact the Head Master's EA, Suzanne Kelly.
s.kelly@stpetersyork.org.uk

Early applications are encouraged as the school reserves the right to close the post early should suitable applications be received.

How to find us

You can find St Peter's School, York, at YO30 6AB. The School is less than fifteen minutes on foot from York Railway Station.

By Car

From York City Centre: Take the Thirsk Road (A19) at the Bootham Bar traffic lights. The school is 700m on the left, immediately after the footbridge.

From the A64: Take the Northern Ring Road (A1237). At the A19 roundabout turn towards the city centre. The school is two miles on the right, 300m after Clifton Green. Turn right into the school immediately before the footbridge that crosses the road.

Parking is available on site.

Living in York

York is often voted as one of the best places to live in the UK by The Sunday Times and with St Peter's School just 10 minutes' walk from the city centre, it is ideally placed to enjoy everything the city has to offer. York has tremendous connectivity with London less than two hours by train, Edinburgh just over two hours away and the moors, dales and coast within easy reach.

The city of York has much to offer. Its long history is evident through the Minster, medieval walls, Roman and Viking remains and many more sites of interest. There is a vibrant cultural scene with two theatres, galleries, museums and exhibitions. With two universities and a rapidly growing science park, the city is firmly on the academic map. Head offices for financial services, manufacturing, rail and government departments help to maintain a strong economy and plans are underway for the next phase of development in central York. There is a wide variety of excellent restaurants and shops, leisure facilities and sporting activities. Equally importantly, there is a strong community giving the combined advantages of a city and feeling like a small town to its residents.

St Peter's School
YORK