



POSITION: School Administrator specialising in Admissions and Marketing

ABOUT US

East Hall School is a unique and growing specialist SEMH school based in rural Hertfordshire, with a strong emphasis on the outdoors, relationships, connection and preparation for life beyond school.

As we develop across multiple sites, our priority is to ensure that every part of East Hall School remains rooted in the same shared ethos: creating safe, nurturing and ambitious environments where young people can reconnect with education, build confidence in themselves and others, and develop the skills they need to participate successfully in the world around them.

We are committed to providing an outstanding educational experience alongside highly individualised social and emotional support. Our curriculum is carefully planned, ambitious and responsive to the needs, interests and aspirations of each student. We recognise that academic progress is most meaningful when young people feel safe, understood and ready to learn.

Our approach is relational and child-centred. Emotional wellbeing sits at the heart of East Hall School, and we place great importance on connection — with trusted adults, peers, animals, the natural environment and, importantly, with oneself. We believe that strong relationships create the foundation from which learning, independence and personal growth can develop.

The majority of our students have an Education, Health and Care Plan (EHCP), and many have experienced significant barriers to education, including trauma, disrupted placements and periods of disengagement from school. We understand that successful education for these young people requires more than simply returning them to a classroom.

As East Hall School continues to grow, we remain committed to retaining the individualised, relational approach on which the school was founded. Our multi-site model enables us to broaden the range of opportunities available to students while maintaining the sense of community, consistency and connection that defines East Hall School.

Our aim is not simply for students to succeed at school, but to leave East Hall with the confidence, qualifications, relationships and practical skills they need to build fulfilling and successful lives.



BASIC INFORMATION

JOB TITLE	School Administrator specialising in Admissions and Marketing	DEPARTMENT	School Administration Team
SUPERVISOR	Office Manager		

Overview of Role:

School Administrator specialising in Admissions and Marketing

As the first point of contact at our new school site, you will play a crucial role in shaping the first impressions of our school. You will balance front-desk reception duties with vital admissions processing and general administrative support, ensuring a seamless experience between school sites for staff, prospective families, students and visitors to East Hall School

The postholder will play a key role in managing the school's admissions process, maintaining strong communication with prospective and current families, supporting relationships with local authorities and professionals, and promoting East Hall School through high-quality marketing and communication.

As the school continues to grow across multiple sites, the postholder will help ensure that administrative systems, admissions processes and external communications remain consistent, professional and aligned with the ethos and values of East Hall School.

KEY RESPONSIBILITIES:

School Administration

- Provide high-quality administrative support to the school community
- Manage general school correspondence, telephone calls and enquiries.
- Maintain accurate electronic and paper records.
- Support the organisation of meetings, events, visits and school activities.
- Prepare letters, documents, reports and other communications.
- Maintain school calendars and key dates.
- Support effective communication between staff, parents/carers and professionals.
- Ensure administrative systems are organised, accurate and efficient.

- Support the development of consistent systems across multiple school sites.
- Maintain confidentiality and comply with data protection requirements.
- Assist with the administering and delivery of first aid provision.

Admissions

- Coordinate the school's admissions process from initial enquiry through to placement and admission.
- Act as a key point of contact for prospective parents/carers, local authorities and professionals.
- Manage and record admissions enquiries and referrals.
- Collate and organise referral documentation, including EHCPs and supporting reports.
- Ensure referral information is shared with relevant senior staff for consideration.
- Coordinate visits, trial sessions and admissions meetings.
- Liaise with families and professionals regarding the progress of referrals.
- Maintain accurate admissions records and tracking systems.
- Issue admissions documentation and coordinate required paperwork.
- Support the organisation of student transition and start dates.
- Ensure all required information is received prior to admission.
- Maintain records of enquiries, referrals, offers, placements and declined referrals.
- Produce admissions data and reports for the Headteacher and SMT as required.

Parent and Professional Communication

- Provide a warm, professional and responsive first point of contact for families.
- Communicate clearly with parents/carers throughout the admissions process.
- Liaise professionally with local authorities, caseworkers and external professionals.
- Ensure enquiries are responded to promptly and appropriately.
- Direct specialist or sensitive enquiries to the relevant member of staff.
- Support communication with current families where required.

Marketing and Promotion

- Support the development and delivery of the school's marketing strategy.
- Promote East Hall School's ethos, provision and achievements to prospective families, local authorities and professionals.
- Maintain and update school marketing materials.
- Support production of prospectuses, information packs and promotional materials.
- Coordinate content for the school website.
- Support marketing for new sites and growth of the school.

- Ensure all marketing materials are accurate, professional and consistent with school branding.

Website and Digital Communication

- Maintain up-to-date website content.
- Ensure statutory and key school information is current where relevant to the role.
- Coordinate updates relating to curriculum, admissions, events, news and school developments.
- Work with senior leaders to ensure the website reflects the school's ethos and expanding multi-site provision.

Local Authority and External Relationships

- Maintain positive administrative relationships with local authorities.
- Support communication with SEND teams, commissioners and other professionals.
- Support the circulation of information about school places and provision.
- Coordinate requests for information and relevant documentation.
- Support senior leaders with administrative preparation for professional meetings and visits.

Marketing Data and Enquiry Monitoring

- Maintain records of where admissions enquiries originate.
- Monitor enquiry, referral and conversion data.
- Track demand for places and emerging trends.
- Support the Headteacher and SLT with information to inform growth and marketing decisions.

Review of Role

This job description will be reviewed periodically in line with the growth, development and changing needs of East Hall School.

East Hall School is totally committed to safeguarding the welfare of children and young people and expects the same from its employees. All new staff will be subject to enhanced pre-employment clearance, including identity checks, criminal background checks, qualifications checks, social media checks and employment checks to include an exploration of any gaps in employment.