COMPASS INTERNATIONAL SCHOOL DOHA
A NORD ANGLIA EDUCATION SCHOOL

P.O. Box 22463, Al Baihaqi Street,
Building 34, Zone 32, Street 926,
Madinat Khalifa, Doha
T +974 4034 9888
E info.mk@nais.qa

Job Description: Director of Admissions & Marketing
School: Compass International School Doha

LOCATION	**Compass International School Doha**
JOB TITLE	**Director of Admissions & Marketing**
JOB PURPOSE	Reporting to the school Executive Principal and forming part of the schools Senior Leadership Team (SLT) the key focus of the role will be to develop and implement a growth strategy and tactical business development plan that ensures attraction, recruitment and retention of students. To be carried out through demonstrating the schools' promises and highlighting these through key touch points within the school community both internally and externally. The post holder will have the responsibility for leading the Admissions and Marketing teams to ensure a seamless Student Customer Journey through setting relevant policy, procedures, quality standards, customer service standards, and ensuring their delivery to all prospective students, applicants, and their influencers. Ensure that Compass International School Doha has an effective outreach programme with the internal and external local community which develops and builds on the school's reputation.
REPORTING TO	**Executive Principal**
DIRECT REPORTS	**Admissions & Marketing Teams**
OTHER KEY RELATIONSHIPS	**Internal** ▪ Regional Director Admissions & Marketing ▪ School Senior Leadership Committee (SLT), teachers and school ▪ Staff, Parents & Students **External** ▪ HR Directors/Managers & Relocation Agents ▪ Community partners ▪ Press and media contacts ▪ Agencies/Kindergartens/Competitor Schools

KEY RESULT AREA	MEASURES OF PERFORMANCE
▪ To ensure that you and your colleagues on your school's leadership team achieve the target growth and retention numbers in line with the annual budget. ▪ To ensure that your school's key touch-points for parents, from awareness to signing and beyond, are based on parental needs and your school's defined promises are properly designed, implemented and monitored and that each is evaluated for its effectiveness ▪ To ensure that you maintain an up-to-date evidence base of the needs and concerns of our internal and external stakeholders in relation to the growth and retention of students and that this is evidence is communicated to the Group as and when required	▪ Increase total student enrolments ▪ Increase conversion of new student enrolment ▪ Generate increased enquiries ▪ Increased student/parent ▪ satisfaction

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▪ To ensure that you develop, execute and regularly monitor marketing, retention and admissions plan for your school that directs each phase of the internal and external marketing processes and that this plan is built on the school's story and promises that are underpinned by evidence ▪ Manage Marketing and Student Recruitment budget and ROI of marketing activities carried out ▪ To ensure that your school has an outreach programme that widens the school's network and positive relationships and reputation in and with the community ▪ To ensure that every member of staff in school is aware of their role in attracting, converting and retaining students and is actively and appropriately engaged in all three activities. ▪ Contribute to the wider business through sharing of best practice with the wider community and supporting or driving business development opportunities	
Personal Development ▪ Continual development through the identification and implementation of your own Personal Development Plan	▪ Improved performance ▪ Performance appraisal ▪ Personal Development Plan
Other ▪ Promote and adhere to the Company Vision and Values: ▪ Opportunity - For us, opportunities need to be meaningful, about achieving potential and making progress. ▪ Impact - For us, impact is about making a difference. It needs to be immediate, positive and lasting. ▪ Leadership - For us, leadership is about considering the team's needs as well as your own, setting inspiring examples, being supportive and showing real accountability and responsibility. ▪ Respect - For us, respect is about listening, being inclusive, showing tolerance and getting the little things right ▪ All staff are required to manage effective personal development as part of the Company's commitment to invest in staff as the key resource in the organization ▪ Each individual must ensure that they meet their statutory responsibilities and Company policies with regard to Health and Safety, Equal Opportunities and other relevant legislation any other	▪ Valued member of the ▪ Team and organization

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PERSON SPECIFICATIONS	
Qualifications/Training	
▪ Bachelor's Degree (preferably Business Studies, Marketing, PR, Economics etc.)	Essential
Experience / Knowledge	
▪ A passion for, and understanding of contemporary education	Essential
▪ A strong background in customer-service	Desirable
▪ A strong understanding of technology and its role in modern communication and marketing methods	Essential
▪ A high level of international and inter-cultural understanding and ability to relate to the needs of 'third culture kids'	Essential
▪ A flair for innovation	Essential
▪ An understanding of global student recruitment	Desirable
▪ An understanding of boarding schools	Essential
Personal Attributes	
▪ High levels of personal integrity.	Essential
▪ Excellent organisational and time-management skills	Essential
▪ Excellent attention to detail	Essential
▪ Ability to work under pressure and remain calm	Essential
▪ Willingness to take on multiple tasks	Essential
▪ Proactive and able to prompt others to ensure deadlines are achieved	Essential
▪ Self-motivated and enthusiastic	Essential
▪ Ability to work independently	Essential
▪ Continually strive for improvement	Essential
▪ Adaptability	Essential

OTHER CONDITIONS

Compliance with visa requirements for working in Qatar.

At Nord Anglia Education we are committed to providing a world class, safe, happy environment in which children and young people are able to thrive and learn. We are committed to safeguarding and promoting the welfare of all our pupils irrespective of race, ability, religion, gender or culture. All post holders in regulated activity (having regular unsupervised contact with children) are subject to appropriate national and international vetting procedures including satisfactory criminal record checks from both Country of residence/birth and any Country of residence within the last 10 years.

Dear Applicant,

Thank you for your interest in working at a Nord Anglia Education school.

By joining one of our schools, you will be welcomed into a global community of approximately 9,000 people working together in 47 schools located in 18 countries around the world. Together, we

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educate approximately 45,000 students globally from ages 2 to 18 across China, Southeast Asia, the Middle East, The Americas and Europe.

Each of our schools are unique in character and offer an education tailored to meet the needs of its community. However, all our schools are united by our 'Be Ambitious' philosophy – we are ambitious for our students, our people and our family of schools. This means that we want every student to achieve more than may have ever thought possible which we ensure through personalised learning enhanced with unique global opportunities.

As a fast-growing family of schools, we also offer unique opportunities for you to grow professionally and develop your career. In addition to gaining exceptional experience in our schools, our teachers have access to a wide range of resources and support to enhance their success. We offer every teacher extensive training and resources though Nord Anglia University, our vibrant professional development community. Nord Anglia University connects you to colleagues around the world in our online international staffroom and also provides access to courses, seminars and the support of educational experts.

Through unique collaborations with The Juilliard School and the Massachusetts Institute of Technology (MIT), you will also get unrivalled access to world leading experts in the performing arts and STEAM subjects (science, technology, engineering, arts and maths). Also, our collaboration with King's College London, exclusive to Nord Anglia staff, gives you a chance to earn your Executive Master's in International Education.

You can find out more information about what makes our schools a great place to teach at www.nordangliaeducation.com/careers

Good luck with your application.