

LOCATION	Nord Anglia School Beijing, Shunyi	
JOB TITLE	Admissions Manager	
JOB PURPOSE	You will be responsible for creating an outstanding experience for parents and students through the Purchase phase of the Parent Experience Journey (PEJ), as families progress from initial enquiry through to and including the child's first day at school, thereby maximising the conversion of leads into new starters.	
REPORTING TO	Director of Admissions and Marketing	
DIRECT REPORTS	Admissions Officer(s)	
OTHER KEY RELATIONSHIPS	<p>Internal</p> <ul style="list-style-type: none"> ▪ School SLT and staff ▪ Parents and students ▪ School Marketing Manager, Communications Manager, Events Manager ▪ CRM Champion ▪ Regional Director of Admissions and Marketing 	<p>External</p> <ul style="list-style-type: none"> ▪ Local Gov ▪ HR Directors / Managers of key accounts ▪ Business Associations ▪ Relocation and other agents ▪ Feeder schools ▪ Parents ▪ Students
PACKAGE	Competitive	
KEY RESULT AREA	MEASURES OF PERFORMANCE	
<p>Guide parents and students through the admissions process, making the experience positive, straightforward and engaging throughout.</p> <ul style="list-style-type: none"> ▪ Ensure timely communication, responding to all parent contact within 24 hours during the working week. ▪ Ensure high quality communication: written and verbal language, structure and consistent attention to detail. ▪ Maintain high levels of warmth and enthusiasm throughout all communications. ▪ Ensure that each family experiences key 'magic moments' throughout their journey, from enquiry to enrolment / induction, that are customised to their circumstances and memorable. 	<ul style="list-style-type: none"> ▪ Delivery of weekly KPIs ▪ Feedback from parents ▪ Mystery shop 	
<p>Build an understanding of each family's needs and interests throughout the Parent Experience Journey.</p> <ul style="list-style-type: none"> ▪ Get to know families through great questions and active listening. ▪ Always be curious - identify what each parent and student needs - then personalise and tailor your offer accordingly. ▪ Deal effectively with objections and be responsive to buying signals. ▪ Build empathy and rapport with families. ▪ Support the MAC team through attendance at school recruitment events. 	<ul style="list-style-type: none"> ▪ Delivery of weekly KPIs ▪ Feedback from parents ▪ Mystery shop 	

<p>Drive conversion at each stage of the pipeline by maintaining a focus on ‘closing’ towards the next step.</p> <ul style="list-style-type: none"> ▪ Run the Parent Information Sessions for groups of parents interested in finding out more about the school. ▪ Maintain the School Experience area in the start-up office and guide parents through this experience when visiting the offices for interviews, coffee morning etc. ▪ Organise and run (in collaboration with the school ols’ Marketing Team) the Open Day event son campus. ▪ Deal with new enquiries effectively and convert the enquiry to a visit to the school. ▪ Facilitate the application and assessment process in a straightforward and efficient way to convert families to enrolment. ▪ Facilitate any remaining enrolment requirements and maintain continued contact to convert enrolled families into new starters. ▪ Support families in their induction and orientation to ensure a positive start at their new school. ▪ Follow up with leads at all stages of the pipeline that have become unresponsive to reignite their interest. Follow best practice in timing this communication. ▪ Close out unresponsive leads in a timely fashion, always leaving the door open for the conversation to restart. 	<ul style="list-style-type: none"> ▪ Delivery of weekly KPIs ▪ Feedback from parents ▪ Mystery shop
<p>Ensure that the school’s brand and core messages are integrated throughout the Purchase process.</p> <ul style="list-style-type: none"> ▪ Articulate in a compelling fashion the school’s USP and proof points. ▪ Advocate the value of being part of the Nord Anglia family. ▪ Link what parents and students need to our unique offer. ▪ Bring to life our global collaborations and educational assets to meet the needs to each family and student. 	<ul style="list-style-type: none"> ▪ Delivery of weekly KPIs ▪ Feedback from parents ▪ Mystery shop
<p>Support the school DAM throughout the re-enrolment process to optimize the retention of existing students and families.</p> <ul style="list-style-type: none"> ▪ Support the school SLT in refining the list of families eligible for re-enrolment. ▪ Work with the school SLT and DAM to identify high risk families and put in place mitigation strategies to minimize the risk of these families not re-enrolling. ▪ Work with Marketing & Communications to optimize the nurturing of existing families with regard to the re-enrolment process. ▪ Manage the re-enrolment process for families with the aim of making the process as straightforward as possible. 	<ul style="list-style-type: none"> ▪ Retention versus prior year

<ul style="list-style-type: none"> ▪ Work with other relevant functions across the school to efficiently manage the contracting and finance aspect to the re-enrolment process. 	
<p>Ensure the school’s admissions processes adhere to any group policies and local market regulations.</p> <ul style="list-style-type: none"> ▪ Maintain an up to date understanding of group-wide admissions policies and processes. ▪ Understand any local regulatory requirements and ensure these are implemented at each stage of the admissions process. 	<ul style="list-style-type: none"> ▪ Timely resolution to any issues flagged during weekly audit
<p>Manage data capture and lead management through iSAMs currently and our CRM system when this launches.</p> <ul style="list-style-type: none"> ▪ Ensure that all new leads are entered into iSAMs / CRM within 24 hours during working week. ▪ Ensure that lead statuses, notes and personal details are kept fully up to date at all times and after each and every communication with prospective parents. ▪ Ensure the school adheres to NAE business rules in relation to data capture and management. 	<ul style="list-style-type: none"> ▪ Timely resolution to any issues flagged during weekly audit
<p>Work with the DAM to review school enrolment data, identify opportunities and risks and develop plans to unlock and mitigate.</p> <ul style="list-style-type: none"> ▪ Support the DAM in reviewing lead velocity throughout the pipeline and conversion rates against past performance. ▪ Support the DAM in reviewing regional / group benchmarks and help identify opportunities for improvement or risks to mitigate. ▪ Support the DAM in reviewing lead sources, nationalities, industries and age groups to assist in best targeting future growth opportunities. 	<ul style="list-style-type: none"> ▪ Delivery of weekly KPIs ▪ Conversion rates
<p>Provide appropriate leadership, coaching and best practice sharing to other members of the Admissions and wider school team.</p> <ul style="list-style-type: none"> ▪ Provide supportive and focused leadership to enable the Admissions Officers to reach their individual, team and school goals. ▪ Act as a role-model to other members of the Admissions Team and coach the best from them. ▪ Support the DAM to develop a culture where the school engages as one and works to ensure admissions is a whole school responsibility. ▪ Contribute to the sharing of best practice in admissions across the Admissions team, region and group. 	<ul style="list-style-type: none"> ▪ Employee performance review rating(s) ▪ Team conversion rates ▪ Team feedback

<p>Take a proactive approach to personal development planning using company toolkits and procedures as appropriate.</p> <ul style="list-style-type: none"> ▪ Take ownership for personal development and works with DAM to develop and implement a focused and straightforward Personal Development Plan. ▪ Take ownership for requesting feedback from others in a timely fashion. ▪ Provide both constructive and appreciative feedback both unprompted and when asked. 	<ul style="list-style-type: none"> ▪ Positive performance appraisal
<p>Philosophy and values:</p> <p>We are ambitious for our students, our people and our family of schools. We believe that:</p> <ul style="list-style-type: none"> ▪ There is no limit to what every person can achieve. ▪ Creativity and challenge help us get better every day. ▪ Learning should be personalised. ▪ Unique global opportunities enhance the learning experience. <p>Promote and adhere to the Company Vision and Values:</p> <ul style="list-style-type: none"> ▪ 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 <p>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 and undertake any other appropriate duties as allocated by the Principal.</p>	<ul style="list-style-type: none"> ▪ Role-model the 'Be Ambitious' philosophy each day ▪ Feedback as a valued member of the team and the wider organisation
<p>OTHER</p> <ul style="list-style-type: none"> ▪ Promote and embodies <i>The CORE 7 Leadership Capabilities</i>: <ol style="list-style-type: none"> 1. Accountable – Establishes a high performing culture and accepts accountability for organisational performance. 2. Strategic – Leads opportunity and is committed to continuous improvement aligned with the organisational vision and direction 3. Collaborative – Works collaboratively with others to achieve organisational outcomes 4. Entrepreneurial – Creates organisational value for diverse stakeholders and achieves commercial success 	<ul style="list-style-type: none"> ▪ Valued member of the team and organisation

<p>5. Enabling – Drives excellence through valuing and developing others</p> <p>6. Agile – Achieves personal and organisational success within a changing, dynamic and complex environment</p> <p>7. Resilient – Demonstrates personal resilience within a demanding environment of high expectations</p> <ul style="list-style-type: none"> ▪ A commitment to safeguarding and promoting the welfare of all pupils. ▪ Willingness to undertake appropriate child protection training when required 	
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PERSON SPECIFICATIONS	
Qualifications / Training	
Bachelor’s Degree	Desirable
Experience / Knowledge/ Skills	
Minimum 5 years working in a sales or service delivery sector	Essential
Good cross-cultural, interpersonal & communication skills and an affinity for interacting with diverse nationalities and cultures	Essential
Strong leadership skills	Essential
Experience of having managed a team	Desirable
Experience of having worked within a service delivery sector, education sector experience a bonus	Desirable
Outstanding written and verbal communication skills in [insert language]	Essential
Excellent time management skills and flexibility in dealing with multi-functional tasks	Essential
Experience of working with a CRM and / or IMS	Essential
Personal Attributes	
A warm, personable and curious character	Essential
Creative and technical thinking ability	Essential
Self-motivated, flexible and adaptable to different tasks at hand	Essential
Proactive and able to prompt others to ensure deadlines and targets are achieved, calm working under pressure	Essential
High level of integrity	Essential
Excellent time management and organizational skills	Essential
Proficient communicator both oral and written	Essential
Excellent attention to detail	Essential
Affinity with and interest in education	Essential