

LOCATION	Nord Anglia School Beijing, Shunyi
JOB TITLE	Admissions Officer
JOB PURPOSE	Main responsibility is the recruitment of new students and families to the school. You will develop in-depth knowledge of the school, the education system and the application/admission process in order to best advise families and students on how to apply to our school and guide them through the enrolment process. The role will require close collaboration with colleagues on the Admission and Marketing/Events teams supporting strategy for attraction, recruitment and retention of students.
REPORTING TO	Admissions Manager
DIRECT REPORTS	Director of Admissions and Marketing
PACKAGE	Competitive
KEY RESULT AREA	
<p>Primary Responsibilities:</p> <ul style="list-style-type: none"> • Become familiar with the schools products and services • Provide first class service in terms of the enrolment/admissions process. • Professionally and proactively respond to inbound enquiries. • Assisting the admissions process to recruit the greatest possible number of suitably qualified students • Help to ensure the English level of all communication from Admissions and Marketing is of a high standard. This will include supporting non-native speakers with emails and other English communication • Conducting school tours and processing applications. • Arranging and conducting pre-entry assessments • Enrolling successful applicants according to school admissions policy • Maintaining the student database (ISAMS) • Maintaining the marketing database, both in iSams and on the EDAP documents. • Verifying and matching parent invoicing and student enrolment, to ensure all ¹¹SEP students are invoiced correctly • Supporting finance to ensure all newly enrolled families pay the correct fees before starting. • Provide parents student enrolment/leaving documents/school reports when needed. • Help implement marketing campaigns, making sure results are recorded within iSams correctly. • Help support school community events. • Deal with parent concerns and enquiries that are not direct teacher concerns promptly and efficiently. • Help and cooperate with reasonable Admissions and Marketing tasks. <p>Secondary Responsibilities:</p> <ul style="list-style-type: none"> • Promote the school through media channels (both free and paid) working alongside marketing team members for maximum productivity. • Establish and maintain key relationships with external stakeholders and influencers; HR and company personnel, enrichment centres, relocation agents, chamber/consulate representatives and officers etc. • Write/Proof read pre and post press releases for dissemination to partners and media channels, and assist with content and content creation and editing of appropriate copy on channels like website, social media, booklets etc. 	

- Represent the school at external and wider community events/networking opportunities when required, liaising with other departments to maximize school presence in wider community where necessary
- Other Responsibility:
- Any other reasonable supports to the team when requested by the Director of Admissions and Marketing or Admissions Team Leader

PERSON SPECIFICATIONS

Qualifications/Training	
• Bachelor's Degree (preferably in Business Studies, Marketing, PR, Economics etc.)	Essential
• Evidence of relevant professional development in a sales role	Essential
• Stunning personality and ability to add to a vibrant productive work team	Essential
Experience / Knowledge	
• Minimum 2 years' experience in a Sales role with demonstrated success in growing/increasing sales in a competitive market	Essential
• Experience of having worked within a service delivery sector, education sector experience a bonus	Essential
• Excellent customer service skills	Essential
• Experience in monitoring competitor market activities	
▪ Experience and propensity of networking to build creative and mutually beneficial relationships that positively impact on strategic and tactical business development	Essential
Personal Attributes	
• Commercially aware and results driven	Essential
• Self-motivated, flexible and adaptable to different tasks at hand	Essential
• Proactive to ensure deadlines and targets are achieved.	Essential
• Ability to work under pressure	Essential
• Excellent time management.	Essential
• Administratively organised and system focused	Essential
• Proficient and proactive communicator (writing and speaking)	Essential
• Affinity with and interest in education	Essential
• Excellent attention to detail	Essential
• IT literate, including ability to use and learn MS Office, IOS and CMS functions	Essential