

## Job Description: Admissions Executive

(reviewed 03/2024)

### Position Summary

Support the Senior Admissions Manager in the management of the admissions process from initial contact with prospective families to the successful completion of enrolment. This position involves hosting school tours, overseeing admissions procedures, analyzing admissions trends, contributing to marketing events such as open houses and leading on the OpenApply system. Ensuring a seamless and personalized experience for prospective families and maintaining the integrity of the admissions process.

### Academic & Professional Qualifications

- Bachelor's degree or higher in Business, Marketing, Communications, PR, or a related field.
- Minimum of 2 years of experience in sales, marketing, customer service, or a related role within an educational institution.
- Proven track record of achieving sales targets or goals.
- Experience working in a dynamic and rapidly growing organization.
- Previous experience in an international school or educational setting is preferred.

### Skills, Experience, & Attributes Sought

- Excellent written and oral communication skills in English, Thai, and Chinese
- Exceptional communication, public relations, and interpersonal skills
- Experience of high level networking to build creative and mutually beneficial relationships that positively impact on strategic and business development
- Extensive CRM experience
- Exceptional customer service and sales skills
- Strong technical and analytical skills
- Ability to prioritize and balance the needs of the school
- Superior organizational skills and high attention to detail
- Ability to set goals and meet deadlines
- Ability to think strategically and work in a fast-changing and evolving environment
- Ability to identify problems and implement appropriate solutions in a timely manner
- Ability to work both independently and multi-task as part of a cohesive team
- Ability to work effectively with diverse communities within the school including board members, parents, alumni, school leadership, faculty, and staff
- Capable of creating visually compelling presentations
- Knowledge of the Chinese, Korean, or Japanese market is a plus

## **Responsibilities**

### **Admissions Process:**

- Guide families through all elements of the admissions process, ensuring a seamless and personalized experience for prospective families.
- Build an understanding of each family's needs and interests throughout the admissions journey.
- Respond to new family inquiries within two business days and guide them through the admissions process.
- Conduct online and in-person school tours for prospective families to showcase the school's unique programs and facilities.
- Ensure timely and regular follow-up from inquiries/tours, nurturing them to the application stage of the admissions process.
- Upon receiving an application form, check that all the required information and documents for each applicant have been received before scheduling assessments.
- Coordinate and conduct assessments/interviews for applicants following the admissions process.
- Prepare and send offers to families and follow up to ensure conversion to acceptance.
- Ensure enrolled families have all the relevant information necessary for a smooth start to school, following the admissions procedure.
- Maintain detailed records on Open Apply (our admissions system) in accordance with our admissions procedure.
- Stay informed about all aspects of day-to-day school logistics to effectively address inquiries from prospective parents, such as curriculum, after-school activities, transportation, and uniform details.
- Assist the Director of Admissions and Marketing, as well as the Senior Admissions Manager, with scholarship applications.
- Assist the Director of Admissions and Marketing, as well as the Senior Admissions Manager, with the organization of Parent Orientation events.
- Ensure a smooth transition into the school for new families and a smooth transition out for those departing.
- Process purchase orders, payment requests, and function requests in a timely manner.

### **Others**

- Support and attend all major school events and functions.
- Perform additional duties and responsibilities as assigned by the Director of Admissions and Marketing.
- Please note that the post holder will be required to work outside of normal school working hours for school events, meetings, or time-sensitive operations.