

Role Profile			
Role	Admissions Manager	School	Oryx International School
Line Management	Admissions Officer MOE&HE Liaison / Admissions Assistant	Reporting To	Head of Marketing and Admissions
Internal and External Interactions	Head of Marketing and Admissions, Principals, Orbital Education head office, school staff, parents, prospective parents, visitors to the school, outside agency providers, wider community.	Hours	40 hours a week
Role Purpose			
The Admissions Manager will be accountable for delivering the school admissions process and driving conversion of enquiries to meet pupil roll targets. Furthermore, the Admissions Manager will work to ensure that all prospective families receive a consistently outstanding customer experience.			
i) Key Accountabilities – All Roles			
<p>Key Activities</p> <ul style="list-style-type: none"> To manage, implement and drive a clear admissions strategy for the school, to deliver the admissions strategy and enhance relationships with key stakeholders. Deliver the admissions process with a commitment to high operational standards at every stage. Ensure that the highest level of customer service is upheld within every interaction throughout the admissions process. Build effective partnerships with the Head of Marketing and Admissions, the school’s Executive Principal, Primary and Secondary Principals, the Orbital Education teams at head office and across the group’s network, and key stakeholders at Qatar Airways. <p>Admissions</p> <ul style="list-style-type: none"> Prioritise responding to and following up with enquiries from prospective parents in a timely manner. Use every interaction with prospective parents as an opportunity to upsell the school and nurture the family through the admissions process. Tailor both verbal and non-verbal communication with enquiries to be relevant to their specific requirements and linked to the schools USP’s. Arrange initial visits and school tours, setting clear expectations with families and communicating important information about the visits in advance. Work with the school’s Head of Marketing and Admissions to plan and prepare parent events. Support in facilitating school visits, tours and open days with a view to converting attendees to the next stage of the admissions process. Arrange and communicate assessments with academic staff. <p>Process and Reporting</p> <ul style="list-style-type: none"> Demonstrate confidence utilising the group CRM system to manage leads and opportunities through to conversion. Accurately and consistently, record and communicate important information shared by the family throughout the admissions process. Communicate and check all relevant paperwork at each stage of the admissions process e.g application form, acceptance letters, registration documentation. 			

- Ensure all student records are kept up to date in iSams.
- Liaise and communicate with school Head of Marketing and Admission or Head Office Admissions team in relation to any technical discrepancies impacting pupil roll number.
- Work with the school's Head of Marketing and Admission to evaluate and review the admissions process and create plans for improvement.
- Work with the school's Head of Marketing and Admission to analyse previous and future pipeline trends.
- Be prepared to communicate actions for improvement at a group level.
- Be prepared to verbally discuss and report on pipeline numbers for each term with the school's Head of Marketing and Admissions and Principal, as well as Orbital Head Office teams.

Assessments:

- Manage assessment processes with Heads of Primary and Secondary, SENCO and teaching staff.
- Manage the booking of assessments with parents and teaching staff for prospective children to attend.
- Manage assessment results with recommendations for enrolment, further assessments or SENCO intervention with School or Regional Head.

Reporting:

- Prepare weekly report for Orbital Education and Principal/s.
- Prepare reports for the Ministry of Education and Higher Education (MOE&HE) and other stakeholders as required.
- Oversee MOE&HE reports created by the MOE&HE Liaison and Admissions Assistant.

Relationships

- Build strong relationships with all internal and external stakeholders and be a brand ambassador for the school.
- Build and maintain strong relationships with parents throughout the admission process and beyond.

People Development

- Demonstrate a commitment to your CPD by seeking feedback and setting appropriate development actions.
- Reflect on your individual performance in-line with admissions targets.
- Collaborate at a group level with other school admissions teams to share ideas and support a culture of continuous improvement.

The post holder is expected to actively contribute towards the school and involve themselves in the life of the school at all levels. This includes, although is not limited to, attending school functions and events which may be held outside of the standard working hours

The post holder is also expected to carry out any other duties as reasonably requested or required by the school's Head of Marketing and Admissions, the Principal or Group Director of Marketing and Admissions.

Person Specification

Skills, Knowledge, and Experience

Skills, knowledge, and experience (qualifications):

Essential

- Customer service sales experience
- A strong customer service ethos

- Strong communication skills – written and verbal
- Excellent relationship building skills
- Good organisational skills and the ability to prioritise and manage tasks

Desirable

- Experience gained in a service focused industry
- Knowledge of the international school market
- Experience using a CRM system

Competencies

- **Results Orientated:** Ensures all activities undertaken have clear objectives and demonstrable outcomes and that these are achieved.
- **Strong Communicator:** Excellent communication and interpersonal skills, both verbal and written.
- **Analytical, creative and flexible:** A problem solver with critical thinking capabilities, an eye for detail and the ability to adapt and change where required.
- **Accountable:** Takes ownership and responsibility for decisions and results.
- **Team Worker:** Ability to work as a strong team member as required.
- **Resilient:** Demonstrates resilience in responding to challenges.