

Role Profile			
Role	Admissions Manager	School	United School International
Direct Reports		Reporting To	Head of Marketing and Admissions
	Head of Marketing and Admissions, Principals, Orbital Education head office, school staff, parents, prospective parents, visitors to the school, outside agency providers, wider community.		
Role Purpose			
<p>The Admissions Manager will be responsible for supporting all stages of the student admissions process, from first enquiry through to successful enrolment. They will be accountable for delivering high operational standards and excellent customer service at every stage, acting as a brand ambassador for the school.</p> <p>The primary purpose of the role will be to drive conversion of enquiries and leads which meet student roll targets, building upon successful campaigns and events which develop strong relationships and rapport with parents and the wider community.</p>			
Key Accountabilities			
<p>This Role Profile sets out the core priorities and scope of the role, although is not intended to detail all specific duties.</p> <p>1. Admissions</p> <ul style="list-style-type: none"> Ensure all enquiries from prospective parents are actioned in a timely manner in line with agreed service levels. 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 to be relevant to their specific needs, linked to the schools USP's and working consistently with the school's admissions process. 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>2. Process and Reporting</p> <ul style="list-style-type: none"> Efficiently manage the progression of enquiries through group CRM and MI systems to progress leads and opportunities through to conversion. Adhere to the group 'SOP' (standard operating procedures) for admissions, event, retention and waiting list management. Accurately and consistently record and communicate important information shared by the family throughout the admissions process. Ensure clear understanding of vacancies across year groups, and manage discrepancies, issues, and/or enrolment challenges with Head of Marketing and Admission or Head Office Admissions. Communicate and check all relevant paperwork at each stage of the admissions process e.g application form, acceptance letters, registration documentation. Work with the school's head of Marketing and Admission to evaluate and review the admissions process and performance data. Make recommendations and implement actions for improvement. Work with the school's head of Marketing and Admission to analyse pipeline trends to inform actions and priorities. Work with Group colleagues to review and escalate recommendations 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. <p>3. Retention and re-admissions</p> <ul style="list-style-type: none"> Work and communicate with academic staff to ensure an efficient and robust retention process. 			

- Take responsibility for accurate retention tracking including: stated intention, detailed notes, actions for required follow up and/or next steps, any addition important information.

4. 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.

5. 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

Essential

- Customer service sales experience
- A strong customer service ethos - *required to utilise expert knowledge of the school and deliver excellent customer service throughout the admissions process to support enrolments*
- Strong communication skills – written and verbal
- Excellent relationship building skills - *ability to build strong relationships and effective internal partnerships with Local Marketing teams, the School's Senior Leadership Team and Head office Marketing Teams.*
- Good organisational skills and the ability to prioritise and manage tasks
- Computer literacy and use of Microsoft Office
- Use of a data management system

Desirable

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

Competencies

- **Accountable:** Acts with confidentiality and respect. Takes ownership of problems and encourages others to do so.
- **Results Focused:** Motivated by goals and drives self to achieve. Committed to teamwork and demonstrating positive success
- **Values Development:** Values every team member and their contributions through collaborative working. Can motivate others to have a go and evaluate success
- **Professional expert:** Maintains awareness of standards, practices, and expectations to support their role
- **Creative:** Able to demonstrate an enthusiastic and positive approach to new initiatives
- **Strong Communicator (Written and Verbal):** Able to communicate clear information with others
- **Resilient:** Demonstrates resilience and supporting of others to respond to challenging and stressful situations.