

JOB DESCRIPTION

Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed

Position Title	Admissions Director	Reference: 161209
Function/Department	Admissions	Location: Stamford
Manager Name & Title	School Superintendent and Regional Director, Asia	
Position Type	Permanent	
Position Status	Full Time	

Position Objective

- Responsible for planning, development and implementation of the School 's admissions strategies.
- Responsible for the delivery of best practice in admissions management, development of sound admission programs and processes to ensure maximum student enrolment and retention.
- Accountable for maintaining an accurate forecast and proactively reviewing the numbers with finance to ensure we are aligned with business commitments.
- Capture, analysis and presentation of admissions activities with a view for continuous improvement.

Responsibilities

The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Child Protection Officer/Designated Safeguarding Lead or to the Head of indeed to the Regional CEP so that a referral can be made accordingly to the relevant third part services.

Admissions Management

- Develop admission strategies by contributing information, analysis and recommendations to strategic thinking and direction; establish functional objectives in line with the schools and Cognita objectives.
- Establish operational strategies by evaluating trends, establishing critical measurements, determining production, productivity, quality and customer service strategies. Accumulate resources, resolve problems and implement change in order to develop a pipeline of enrolments and a high rate of student conversions.
- Agent management (Referral source management)
- Manage the applications process to ensure it is quick and efficient for parents. Also, identify trends based on who is being declined to determine if we can increase enrolments by adding additional services.

Leadership and Team Management

- Develop a culture and environment that attracts, retains and motivates high quality staff.
- Inspire, lead, mentor and develop the Admissions team by ensuring new staff undergo induction & orientation, staff development plans and performance goals are completed. Ensure each team member is supported so their full potential can be reached, with provision for succession.
- Define training and development needs for school based admissions team and secure resources within the annual departmental budget.
- Update job knowledge by participating in educational opportunities, reading professional publications, maintaining personal networks and participating in professional networks.

Collaboration with Marketing

- Provide feedback on communication materials such as prospectus, annual reports, curriculum guides, handbooks, year books and newsletters to ensure they are providing the support you need to drive enrolments.
- Forge and maintain effective stakeholder relationships with HR, relocation organisations and feeder schools, ensuring they have up-to-date information and understanding of the Schools' unique selling points leading to a high level of referrals.

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- Provide resource support for community based initiatives where the schools can play a part to support awareness and positive branding.
- Manage the implementation of the leaver, non-joiner survey program, and use data to identify improvements and opportunities.
- Provide annual benchmark reporting of Cognita student growth against sector performance.
- Provide expert advice and contribution to the schools' product development and management, and analysis into the local fee pricing.
- Monitor general market and sector developments in order to identify trends that may create risks and opportunities for Cognita.
- Coordinate and manage the schools' admissions budget.
- Executing Playgroups and providing the best open house experience in Singapore.
- Support the transition of students into the school by ensuring they have all information needed to make the process easy and enjoyable
- Work closely with admissions managers at other schools to ensure we are leveraging best practices.

Forecasting

- Responsible for working with finance to build the annual budget.
- Accountable for accurately forecasting enrolments for the current school year and providing accurate and timely updates on a monthly basis.
- Develop financial strategies by estimating, forecasting and anticipating requirements, trends and variances. Align monetary resources, develop action plans, measure and analysis results, initiate corrective actions.

Position Requirements

- Demonstrated skills, knowledge and experience in the design and execution of admissions, and public relations activities.
- Experience in analysing data, market dynamics and designing creative and pragmatic solutions.
- Experience developing and managing budgets; hiring, training, developing team from different cultures.
- Outstanding influencing skills and ability to operate in a matrix organisation.
- Must have outstanding communication skills in English, both spoken and written.
- Highly motivated with an eye for detail and quality of work; pro-active attitude and passion for achieving results.
- Key measures of success include generation of new enquiries, new parent visits and registrations, enrolment conversion rates, building strong working relations with key stakeholders (school management, parental body).

Qualifications

- Degree level qualification in marketing, sales or related field with demonstrated success in a multi-national environment.
- 8-10 years of experience leading teams responsible for selling high value added services, ideally gained at a blue chip organisation.

Contacts

- The role serves as a member of the senior management team in charting the direction of the School, assuring its accountability and ensuring its effective operation.
- Sub-School principals and management of schools, Admissions staff, Group senior management.
- Media, parents, service providers, consultants and marketing & admissions external parties.

Working Conditions

- Occasional travel within Asia Pacific
- Extended working hours to meet deadlines may be required

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Terms of Employment

- Working Hours 8:00 am – 5:00 pm, Monday to Friday
- Annual Leave 18 working days
- Medical Benefits: Medical insurance provided where applicable
- Sick Leave/Hosp: 14 days sick leave and 60 days hospitalization leave
- Probation Period: 3 months from date of commencement
- Pre-medical exam: Required
- Referee request: Required
- Background Check: Required