Stamford American
INTERNATIONAL SCHOOL

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 Manager	Reference: 050922
Function/Department	Admissions	Location: Stamford
Manager Name & Title	Admissions and Marketing Director	
Position Type	Permanent	
Position Status	Full Time	

Position Objective

The core purpose of the role of an Admissions Manager is-:
- to be a brand ambassador who understands the school's value proposition and appreciates individual parent and student needs to effectively sell the school to prospective families.
- develop a deep understanding of individual parent and student needs and appropriately tailor the approach to each situation to provide a personalised experience.
- qualify and convert inquiries into firm applications, helping drive new enrolments

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 adhered 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 Designated Safeguarding Lead or to the Head or indeed to the Cognita Regional Safeguarding Manager so that a referral can be made accordingly to the relevant third party services.

Main Responsibilities
- Develop personal rapport with prospective parents and students
- Conduct pre-visit surveys to gather as much information on specific needs, background and profile of each parent and student to prepare and tailor the approach for each
- Deliver personalised visit experience to each prospective parent and student
- Conduct 1:1 and group tours of the school and answer parent and student queries during post tour consultations
- Provide post tour follow up with each individual family continuing to foster a personal relationship
- Act as brand ambassador and present the school to prospective parents and students at recruitment events, open days and information sessions locally and in overseas markets
- Build relationships with key partners, affiliates and influencers in the communities locally
- Assist families thru application process thru to enrolment
- Any other requirements deemed necessary by Marketing and Admissions Director
- Direct sales experience in a highly personalised B2C environment ideally though not necessarily in education or related businesses
- Excellent verbal communication, presentation and persuasion skills in a 1:1 and group setting
- Results oriented and driven by successful outcomes
- Experience in dealing with clients in a multi-cultural setting
- Experience with CRM systems
- Strong relationship management skills

- Excellent written and verbal communication skills in English. Proficiency in a second Asian language (esp. Mandarin) would be highly desirable
- Demonstrates the Stamford Values – Integrity, Courage, Ingenuity and Compassion

Qualifications

- Degree level qualification in related field
- At least 3 years of sales or customer service experience in an B2C environment

Contacts

- Director of Marketing and Admissions
- Admissions team
- Teaching staff and students
- External agencies & vendors

Working Conditions

- Extended working hours to complete some projects may be required
- Occasional evening and weekend work

Terms of Employment

- Working Hours   8:00 am – 5:00 pm, Monday to Friday
- Annual Leave   21 working days
- Medical Benefits   Medical insurance provided where applicable
- Sick Leave/Hosp   14 days sick leave and 60 days hospitalization leave (including sick leave)
- Probation Period   3 months from date of commencement
- Referee request   Required
- Background Check   Required