



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 and Business Development Manager	Reference: NOV2022ADM
Function/Department	Admissions	Location: Stamford
Manager Name & Title	Director of Marketing and Admissions / Senior Business Development Manager	
Position Type	Permanent	
Position Status	Full Time	

Position Objective

The Admissions and Business Development Manager is responsible for the strategic development and execution of Stamford local and regional expansion plan through expansion of our brand and marketing outreaches in key growth markets and industries through partnerships with chambers, agents, companies and feeder schools. With the purpose of ensuring Stamford continues to attract (and convert) new joiner students for recruitment at Stamford American International School across both the Woodleigh and Early Learning Village campuses.

The Admissions and Business Development Manager is the brand ambassador who understands the school's value proposition and appreciates individual parent and student needs to effectively sell the school to prospective families to drive new enrolments.

They are accountable for recruiting quality agents and partners to support the overall student recruitment ambition goals, without compromising the compliance to internal admissions criteria for Stamford's distinctive programs and external regulatory requirements around the Student Pass and Dependent Pass processes under the Immigrations and Checkpoints Authority (ICA), and the Committee of Private Education (CPE) guidelines.

Responsibilities

The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom they are responsible, or with whom they come 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, they 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:

Admissions Manager (50%) –

- 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



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- 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
- Achieve sales target assigned by HOD.

Business Development Manager (50%) -

- Work with the Marketing and Admissions Director and the senior business development manager to set and execute strategy for local and regional business expansion.
- Builds market position by identifying, developing, defining, negotiating, and closing business relationships with Agents and any other appropriate business entities.
- Recruiting new agents in selected countries (who meet our selection criteria) and training those agents on school's value and program offerings and other relevant information as per EduTrust guidelines.
- Regularly monitor the agent (Website / mystery shopping) and sending monthly report to the Marketing and Admissions Director.
- Participate in education fairs both internally & externally, explore marketing opportunities and make recommendations.
- Conducting student survey and gathering all the required information about the agent from the students/parents before they start the class.

Position Requirements

- Demonstrates the Stamford Values – Integrity, Courage, Ingenuity and Compassion
- At least 3 years' relevant experience in sales, business development, and customer facing role.
- Work experience in education sector preferred
- Good interpersonal and communication skills
- Positive, self-motivated and proactive
- Must be able to communicate clearly via phone and in person
- Able to work independently and as a team
- Responsible, meticulous and has high level of integrity
- Maintain professional outlook at all time
- Strong sales skills and business acumen.
- Organised with good time management skills

Qualifications

- Bachelor's degree or equivalent certification or related experience

Contacts

- Director of Marketing and Admissions
- Senior Business Development Manager
- Admissions and Marketing team
- Teaching staff and students
- External agencies & vendors



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Working Conditions

- School Environment
- Will be required to work independently and as part of a collaborative team effort

Terms of Employment

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| • Working Hours | 8:00 am – 5:00 pm, Monday to Friday. Some weekend work maybe required for overseas travel or education fairs. |
| • Annual Leave | 21 working days |
| • Medical Benefits | Medical insurance provided where applicable |
| • Sick Leave/Hosp | 60 days hospitalization leave, including 14 days sick leave |
| • Probation Period | 3 months from date of commencement |
| • Referee request | Required |
| • Background Check | Required |