



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	Business Development Manager	Reference: SEP2023ADM
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 Business Development Manager (BDM) 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 BDM leads the Local and regional expansion project for Stamford, reporting into the Marketing and Admissions Director. The BDM works collaboratively across functions and teams within the wider school community, adding value beyond just their functional expertise.

The BDM is accountable for developing and driving sustainable growth strategies by identifying, collating and analyzing critical market trends, triangulating with internal data points from various academic leaders and the immediate marketing and admissions teams.

The BDM is 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:

- Work with the Marketing and Admissions Director to set and execute strategy for local and regional business expansion.
- Build recruitment pipeline by identifying, developing, negotiating, and closing business relationships with Chambers, Corporates and any other appropriate business entities.



Stamford American INTERNATIONAL SCHOOL

JOB DESCRIPTION

- 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 weekly report to Marketing and Admissions Director.
- Participate in education fairs both internally & externally, explore marketing opportunities and make recommendations.
- Conducting student satisfaction survey and gathering all the required information about the agent from the students/parents before they start the class.
- Take an active part in EduTrust audit. Ensure proper documentation keeping.

Position Requirements

- Demonstrates the Stamford Values – Integrity, Courage, Ingenuity and Compassion
- At least 3 years' relevant experience in corporate sales, business development, sponsorship sales.
- 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

Working Conditions

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



Stamford American
INTERNATIONAL SCHOOL

JOB DESCRIPTION

Terms of Employment

- | | |
|--------------------|---|
| • 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 |

Stamford American International School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Pre-employment background checks are mandatory and appointments are strictly subject to confirmation that all reference and background checks are completed to the satisfaction of Cognita, Stamford's parent organization.

We are an equal opportunity employer and disallow discrimination of age, ethnic origin, nationality, gender, religion, sexual orientation, family status, pregnancy, marital status, medical or mental health history, physical characteristics or disability. We welcome applications from all qualified candidates.

Please note that only shortlisted candidates will be notified.