

Head of Admissions, Marketing, and Communications Job Description

Reporting to the Head of School and functioning as a member of the School Leadership Team, the Head of Admissions, Marketing, and Communications will provide strategic planning and leadership in each of these areas and will manage the admissions, marketing, and communications team across the three school campuses. S/he will be responsible for the development and successful implementation of a strategic plan and for ensuring that the following strands are brought together with a common vision and goal:

Admissions – to oversee pupil recruitment and develop and implement recruitment strategies to ensure that the school’s recruitment targets are met; to be responsible for all aspects of the school’s admissions process with a view to maximizing the number of enquiries, visits, registrations and new students, while also ensuring that retention levels remain strong

Marketing – to take responsibility for the development and implementation of the marketing strategy for the whole school and to act as ‘brand guardian’. To promote and develop the image and reputation of CIS amongst its key constituencies including parents; local and regional schools (including kindergartens and nurseries within the city); employers, businesses, embassies and government/non-government agencies; and the wider community overall

Communications – to oversee and maintain continuous dialogue and feedback with key internal and external stakeholders, ensuring that the school communicates in a consistent, professional and prompt fashion. Oversight of key literature, the school website, portal, and social media.

Events – management of public relations events on campus including social events and special occasions, with a direct connection being made between these events and pupil recruitment efforts

S/he will inspire, motivate and guide everyone who contributes to the marketing and admissions functions and will provide training and mentoring as necessary. The Head of Admissions, Marketing, and Communication will lead the development of KPIs for members of the team, and support each member’s professional growth and development.

Key Performance Indicators Include:

- Increase total student enrollment
- Increase conversion rate of parent enquiries to new student enrollments
- Generate increased enquiries
- Increased student/parent satisfaction
- Develop and implement nursery to high school graduation enrolment strategy

Specific Responsibilities Include

Admissions:

- Oversee the process for all admissions enquiries and requests for information across each campus, ensuring the processes as a whole are timely, effective, efficient and mirror best practice

- Develop best practice admissions management processes and accompanying follow up and relationship management practices for the school to ensure that all families are nurtured from enquiry through assessment to registration
- Ensure that the assessment and intake process is a well-managed, personal and positive experience for pupils and parents alike, taking every opportunity to positively influence decision making throughout the assessment and offer process
- Manage the communication of offers including information regarding fee payment
- Retain current students by developing and implementing an internal marketing programme and on-going dialogue with stakeholders to monitor feedback and test ideas

Data Management:

- Implement and manage a system of regular forecasting of admissions figures
- Maintain the database, ensuring that all information on the enquiry form and in subsequent interactions by phone, email or in person is captured and recorded to facilitate proactive admissions management
- Track, manage, analyze and report on all elements of the admissions process including enquiries, visits, registrations, assessments, new students and departing students
- Develop and implement a tracking system comparing admissions assessment results against student achievement at CIS to support the most accurate admission and placement decisions are being made
- Conduct regular analysis of source of business, including a geographical analysis, to aid marketing planning

Student Recruitment and Marketing:

- Raise awareness of the school in its key markets to ensure sufficient enquiries of the right calibre are generated for the desired number of entrants at each entry point
- Develop community relations initiatives in order to raise the profile of the school in the area and support its strategic recruitment aims
- Develop a programme of visits and activities, supported by up to date and relevant information, to build relationships and links with existing and potential feeder schools
- Brand management - ensure that the CIS brand remains consistent with the values, personality and objectives of the School and that brand guidelines are implemented consistently across all marketing activity
- Working with the communications team, ensure that the school maintains a continuous stream of newsworthy items showcasing the breadth and quality of School activities across both digital and traditional media
- Keep abreast of local, regional, national and international educational press to ensure CIS is actively promoted and provided appropriate articles/material on current issues with a view to developing an improved regional profile
- Manage and measure the school's current 'advertising year' and make recommendations for when, where and how to advertise
- Provide content, style management and design oversight of the school website ensuring that it is pertinent to target audiences
- Ensure the website is kept up to date and is a living, breathing, dynamic reflection of CIS, regularly updated with a steady stream of news and content
- Oversee the school's social media activity, advising on the appropriate channels, messages and activity; manage the school's presence on networking / social media sites

- Manage the reporting of the key digital metrics, including Google Analytics and social media statistics, to inform future marketing activity
- Manage the existing suite of publications and make recommendations for any additional/alternative publications
- Oversee the production of additional communication material, branded items and signage

Event Management:

- Develop and maintain an annual event programme aimed at current parents, potential families, and the wider community e.g. Open House, WIG, fairs and other seasonal/social/charity events
- Project manage one-off special events
- Build strong relationships with the relevant colleagues and CISPO members to ensure the events are a success
- Ensure all events have a direct link to student recruitment efforts with specific targets for success in terms of recruitment

Qualifications Sought/Preferred

- Leadership - The vision, energy, ability and drive to inspire and motivate others and to ensure that strategy is brought to life and implemented effectively. A can-do attitude and the enthusiasm and manner to be an outstanding ambassador for CIS
- Knowledge of admissions management - In-depth knowledge of admissions management or the equivalent discipline within a comparable service/hospitality industry
- Knowledge of marketing - Sound knowledge of best practice in marketing together with proven ability to establish and implement a robust marketing strategy
- Interpersonal skills - Outstanding 'people' skills. Demonstrable ability to listen, build rapport and communicate persuasively with people of different backgrounds.
- Communication - Excellent skills in oral and written communication. Articulate with the ability to write and speak messages that are clear, accurate, convincing and inspiring. An appreciation of how to use different media to best effect with different audiences. Ability to speak confidently in public at individual or group level.

Interested and Qualified Applicants should apply directly to the Head of School (jason.caruana@cisp.edu.kh) with one combined PDF including CV, letter of application, and current referee contact information by May 24. Applicants selected for interviews will be contacted directly to schedule online meetings. Applicants not selected will not be contacted individually.

Reviewed May 2019