

JOB DESCRIPTION

Job title:	Head of Communications and Admissions
Report to:	Head of School of Renaissance International School Saigon; & Dotted line to Director of Admissions & Communications (DAC) of Khai Sang Corporation
Job overview:	The role will be to develop and implement a growth strategy and tactical business development plan that ensures the attraction, recruitment and retention of students. To be carried out by demonstrating the schools' promises and highlighting these through key touch points within the school community both internally and externally.
Responsibilities and Duties:	<p><u>ADMISSIONS</u></p> <ul style="list-style-type: none">• Effectively develop and implement student recruitment plans to ensure that the school's student recruitment targets are fully met.• Direct and advise the development and implementation of student recruitment, conversion, and retention strategies.• Oversee and manage the process for all admissions enquiries and requests for prospectuses, ensuring the processes as a whole are timely, effective, efficient and mirror best practices. All the admissions procedures need to be in line with Renaissance admissions policy and deliver effective admissions practice with outstanding customer care.• 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 to registration and assessment• Ensure that the assessment process is a well-managed, personal, and positive experience for students and parents alike, taking every opportunity to positively influence decision-making throughout the assessment and offer process.• Conduct market research and analyse data to identify trends, and new developments/competitors, and formulate marketing schemes.• To manage student enrolment numbers and projections to maximize and grow the student recruitment in-take to meet or exceed targets• Compile and submit regular Admissions reports, providing contextual information and proposing changes that might influence prospective parents.• Regularly review all Admissions policies and procedures, proposing changes when required to ensure that they are competitive, and in line with the school's positioning and priorities.• Provide excellent customer service to the school's current families when the Admissions team are required to support and assist them. This also includes tasks on accounting and finance matters (e.g.: uniforms, school events onsite and outside the school premises, fees related issued, bus/meals, front desk)• Oversee all stages of the prospective parents' conversion funnel, and proactively introduce improvements to continuously increase the school's conversion rates.• Segment the school's prospective families and maintain prospective customer profiles for each segment, as well as a list of USPs for the team to use with each segment;

- Proactively identify potential new recruitment opportunities and markets, and regularly report new business development proposals to the line managers.
- Meet retention targets by developing and implementing an internal marketing programme and ongoing dialogue with stakeholders to monitor feedback and test ideas;
- Manage and monitor outstanding customer services for school clients.
- Any other tasks as assigned by the line managers that are related to the role.

COMMUNICATIONS:

- Plan and propose annual communications activities connected to students' recruitment and retention plan to meet the target set for the school, including all related communications activities and budget.
- Oversee the marketing materials, products, and strategies, managing the planning and coordination of promotion and marketing events.
- Project manage arrangements for events related to students' recruitment and retention (if any)
- Continuously review school events, offering suggestions for new ones and improvements to existing ones.
- Oversee communications with prospective parents through different communication channels.
- Implement (and develop where necessary) the strategy for the partnership to enable the achievement of mutually beneficial objectives.
- Develop and grow the partnership long-term and ensure all opportunities are maximised especially opportunities regarding student recruitment.
- Work with corporate partners to develop and implement effective PR & marketing strategies for both internal and external communication.
- Be required to attend relevant events and/or represent the schools/organisation.
- Work closely with the line managers to ensure all the target set is met and to be able to revise any plan (if necessary).
- Any other tasks as assigned by the line managers that are related to the role.

Qualifications:

- BA/Master's degree in Sales, Business Management, Marketing or Customer Service.

Experience:

- 5 years' experience in a Sales/Marketing role with demonstrated success in growing/increasing sales in a competitive market
- Experience of having worked within a service delivery sector, education sector
- Good analytical skills and proven record of using data and research to support initiatives undertaken
- Ability to build, manage and motivate team members
- Experience in working with CRM systems and integrating with the sales life cycle
- Experience in monitoring competitor market activity
- Experience in using digital and social media trends and tools to influence the sales life cycle
- Understands and is able to build strong customer advocacy and repeat client loyalty and retention

Competencies:

- In-depth knowledge of admission KPIs and analytics packages.
- Excellent communication and interpersonal skills, including negotiation skills.
- Leadership and management skills, including the ability to work under pressure.
- Creative, positive thinker with a can-do attitude.
- Strong attention to detail, able to spot issues early.
- Professional personal presentation and appearance.
- Hardworking, detail-oriented, initiative, reliable, and loyal.

(*) Note: Flexible work attitude is required, as some occasional evening and weekend work may be required.

Job Holder's Signature: _____ Date: _____

Direct Manager's
Signature: _____ Date: _____

HR Director's Signature: _____ Date: _____