



Shanghai Community International School

上海长宁国际外籍人员子女学校

Job Description

TITLE: Admissions Officer

REPORTS TO / EVALUATED BY: Director of Admissions

POSITION SUMMARY:

The Admissions Officer plays a vital role in supporting the SCIS Director of Schools, Campus Head of School, and the Admissions, Marketing, and Communications departments in advancing the overall growth of the school. Their role is key in introducing the school to prospective families and representing the school to the larger community. This includes managing various responsibilities such as responding to initial admission inquiries, conducting prospective family tours, following up on admission applications, coordinating with relocation companies and human resource departments, participating in school fairs and conventions, and lead generation related to on and off campus events.

Additionally, the Admissions Officer is responsible for identifying and capitalizing on new business opportunities, as well as establishing and maintaining strong client relationships. This position is instrumental in driving the growth of SCIS by being a strategic thinker who can identify market trends and leverage them to achieve business objectives. The primary responsibility of this position would be to expand our customer base and ensure there is enrollment growth for the organization.

MAJOR RESPONSIBILITIES AND DUTIES:

- Responds to initial admission inquiries, prospective family tours, and admission follow ups. Assists with scheduling and giving tours, with the support of admissions secretary and administration.
- Manages the application and assessment process for prospective students and families, with the purpose of identifying mission appropriate candidates and increasing student enrollment and brand perception.
- Develops and implements a communication strategy to prospective families with the purpose of increasing the percentage who enroll.
- Develops, maintains, and continually updates feedback from various stakeholders (incoming families, new families, repatriating families, and alumni) to enhance school-community relations and advance admissions and overall marketing.
- Assists in the development and implementation of standard operating procedures and communications strategies.
- Enhances SCIS's relationship with key stakeholders within the greater community, including early childhood/feeder schools, local businesses, relocation agencies, corporate human resource departments, consulates, and other establishments that will benefit the school community.

Revised April 2024



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- Identify and pursue new business opportunities through market research, networking, and prospecting.
- Conduct market analysis to identify emerging trends, competitive landscape, and customer needs.
- Prepare and deliver persuasive presentations and proposals to potential families and corporate organizations, highlighting the value and benefits of our products/services.
- Establishes positive relationships with key stakeholders within the school community, including administrators, parents, teachers, and student leaders.
- Represent the school at school fairs and open houses.
- Support the admissions department with New Family Orientation and other events.
- Assign tasks and monitor the performance of admissions staff, providing feedback to maintain high standards of work.
- Foster a supportive and collaborative team environment, encouraging professional development.
- Seek out and propose process improvements and recommend training opportunities to enhance skills and office efficiency.
- Provide administrative support across the school to ensure a unified team approach, which may include assisting other admission team members
- Other related duties as assigned.

QUALIFICATIONS:

- University graduate
- Fluent in written and spoken English
- Fluency in Mandarin is a bonus
- Strong attention to detail and organizational skills
- Excellent interpersonal skills
- Experience and skill in marketing, communications, or public relations
- Experience within K-12 international schools preferred
- Creativity and ability to translate vision into concrete words and images
- Proficiency with Microsoft Office programs: Word, Excel, and Power Point or Keynote
- Skill in page layout programs and other software a bonus (onsite graphic designer available)
- Ability to handle numerous assignments simultaneously and bring to completion

SCIS BELIEVES:

- That each employee makes a significant contribution to our success,
- That contribution should not be limited to the assigned responsibilities.

Therefore, this position description is designed to outline primary duties, qualifications and job scope, but not limit the employee or SCIS to only the work identified. It is the expectation of the School that each employee will offer his/her services wherever and whenever necessary to ensure the success of our organization.