



JOB DESCRIPTION

LOCATION	BVIS Hanoi
JOB TITLE:	Director of Admissions and Marketing
REPORTING TO:	School Principal (dotted line report to Regional Director of Admissions & Marketing, SEA)
DIRECT REPORTS	Admissions and Marketing staff
SAFER RECRUITMENT	The British Vietnamese International School, Hanoi is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post, including references from previous employers in accordance with our recruitment policy. Interviews will be conducted in person, and they will explore candidates' suitability to work with children.
JOB PURPOSE:	Reporting to the Principal, you will be responsible for leading the school's marketing and admissions function to attract, recruit and retain students. The post holder will take the lead on creating and implementing marketing, communications and admissions strategies, manage our Admissions and Marketing team and work with the whole school community to develop excellent relationships with internal and external stakeholders and thus enhance the school's reputation. As an employee of a Nord Anglia Education school, you will contribute towards building our global brand through outstanding admissions and marketing practice.
OTHER KEY RELATIONSHIPS	<ul style="list-style-type: none"> • School SLT, teachers, and school staff, parents and students • Directors of Admissions and Marketing, other NAE schools • Chief Admissions and Marketing Officer and the Central Team in Hong Kong • Community partners • Press and media contacts • Feeder and competitor schools
PACKAGE	Competitive
MEASURES OF PERFORMANCE	KEY RESULT AREA
<ul style="list-style-type: none"> • Increase total student enrolment • Increase conversion of new student enrolment • Generate increased enquiries, visits and applications • Increased student/parent engagement • Develop and implement start to end enrolment strategy • Timely, accurate and insightful reporting 	<ul style="list-style-type: none"> • Lead the development of an annual marketing and admissions plan and drive its implementation to meet strategic objectives, including lead generation (enquiries and visits), enrolment growth and student retention • Lead the collaborative development and implementation of a communication plan that is effective and goal-focused; and ensure that the school has an outreach programme that widens the school's network of positive relationships and improves its reputation • Lead the applicant assessment process, to ensure that the school both achieves its enrolment targets and accepts students who are suited to the education on offer • Ensure that the school's core messages are integrated consistently across all touch-points, that its brand is strong, evidence-based and compelling. • Create the best possible conditions for converting enquiries into enrolments, through the consistent implementation of effective admissions practice and outstanding customer care. • Take responsibility for ensuring that every member of staff in school is aware of their role in attracting, converting and retaining students, and is actively and appropriately engaged in all three activities. • Provide the Marketing, Admissions and Communications Team with supportive and focused leadership to enable them to reach their individual, team and school goals; ensure the work of the team is carried out professionally, effectively and to high standards

	<ul style="list-style-type: none"> • Collate school and market data to inform marketing strategies and tactics; have a thorough understanding of the competitive market; and share data and its interpretation with the school's Senior Leadership Team, Regional HQ and Head Office. • Ensure that a clean, accurate and up-to-date school database is maintained of prospective students and their parents at all stages in the application pipeline • Propose and then manage the annual marketing budget and monitor return on investment of marketing activities undertaken • Help make the Nord Anglia Education brand famous in the local market, through the excellent execution of global campaigns
--	--

<ul style="list-style-type: none"> • Positive performance appraisal 	<p>Personal Development</p> <ul style="list-style-type: none"> • Continual development through the identification and implementation of your own Personal Development Plan
--	--

<ul style="list-style-type: none"> • Role-model the 'Be Ambitious' philosophy each day • Valued member of the team and the wider organisation 	<p>Other</p> <p>We are ambitious for our students, our people and our family of schools.</p> <p>We believe that:</p> <ul style="list-style-type: none"> • There is no limit to what every person can achieve • Creativity and challenge help us get better every day • Learning should be personalised • Unique global opportunities enhance the learning experience <p>Promote and adhere to the Company Vision and Values:</p> <ul style="list-style-type: none"> • Opportunity For us, opportunities need to be meaningful, about achieving potential and making progress. • Impact For us, impact is about making a difference. It needs to be immediate, positive and lasting. • Leadership For us, leadership is about considering the team's needs as well as your own, setting inspiring examples, being supportive and showing real accountability and responsibility. • Respect For us, respect is about listening, being inclusive, showing tolerance and getting the little things right • All staff are required to manage effective personal development as part of the Company's commitment to invest in staff as the key resource in the organisation • Each individual must ensure that they meet their statutory responsibilities and Company policies with regard to Health and Safety, Equal Opportunities and other relevant legislation • Any other appropriate duties as allocated by the Regional Managing Director
---	---

PERSONAL SPECIFICATION

Qualifications/Training

- Educated to degree level

Experience / Knowledge

- A strong background in customer-service
- A strong understanding of technology and its role in modern communication, data collation and analysis and marketing methods
- A demonstrable track record of effective team management and achievement of results
- Experience of contemporary education and student recruitment

Personal Attributes

- Commercially aware and results-driven with good business acumen
- Self-motivated and able to prompt others to achieve deadlines and targets, calm under pressure

- Uses evidence to support arguments or positions taken
- A strong ability to empathise
- Has levels of professional acumen that allows him/her to be accepted by other stakeholders in the school
- High level of personal and business integrity
- Excellent time management and organisational skills
- Proficient communicator in both oral and written communications
- Excellent attention to detail
- Strong affinity with and interest in education
- A hunger to be better than our competitors
- A flair for innovation and its execution