

LOCATION	Northbridge International School Cambodia	
JOB TITLE	Community Liaison Officer	
JOB PURPOSE	You will be responsible for supporting colleagues to provide an outstanding experience of your school for Chinese parents, students and external partnerships. You will operate across the functional boundaries of the school to build awareness of the school's unique identity, generate leads from parents, maximise the conversion of their children into new starters and build a strong community of passionate advocates for the school.	
REPORTING TO	School Director of Admissions & Marketing	
DIRECT REPORTS	None	
OTHER KEY RELATIONSHIPS	<ul style="list-style-type: none"> ▪ School SLT and staff ▪ Parents and students ▪ School Marketing Manager, Communications Manager, Events Manager ▪ External partners such as key accounts, chambers, embassies etc. ▪ Regional Director of Admissions and Marketing 	
PACKAGE	Competitive	
KEY RESULT AREA	MEASURES OF PERFORMANCE	
<p>Support the school to understand and meet the needs of the Chinese market and assist the MAC team with all marketing activities as they relate to that market.</p> <ul style="list-style-type: none"> ▪ Help colleagues to understand and respond to the needs of internal and external Chinese stakeholders. ▪ Coordinate the activities of and communication with the Chinese community within school. ▪ Support the DAM to deliver an outreach programme to energize the external Chinese network of the school and to position the school as the first choice within the market. 	<ul style="list-style-type: none"> ▪ Delivery of weekly KPIs ▪ Feedback from parents ▪ Mystery shop 	
<p>Guide parents and students of Chinese nationality through the admissions process, making the experience positive, straightforward and engaging throughout.</p> <ul style="list-style-type: none"> ▪ Build an understanding of each family's needs and interests throughout the Parent Experience Journey. ▪ Drive conversion at each stage of the pipeline by maintaining a focus on 'closing' towards the next step. ▪ Ensure that the school's brand and core messages are integrated throughout the Purchase process. ▪ Support the Admissions Manager throughout the re-enrolment process to optimize the retention of existing students and families. ▪ Manage data capture and lead management through our CRM system as it related to Chinese nationals. 	<ul style="list-style-type: none"> ▪ Delivery of weekly KPIs ▪ Feedback from parents ▪ Mystery shop 	

<p>Inspire, engage and inform all relevant Chinese stakeholders by supporting the school's Content Strategy.</p> <ul style="list-style-type: none"> ▪ Identify an ongoing pipeline of culturally relevant content that can be used year-round. ▪ Translate content created within school for use across all school communication channels including News & Blogs and social media and third-party platforms. ▪ Manage social media channels in Chinese. 	<ul style="list-style-type: none"> ▪ Desktop audit of content
<p>Work with the Events Manager and other members of the MAC team to develop events that bring to life the unique identity of the school for Chinese families.</p> <ul style="list-style-type: none"> ▪ Support the promotion of school events through external outreach, media, PR and communications in Chinese. ▪ Work with the school MAC team to optimize the number of events that can lead to parent recruitment. 	<ul style="list-style-type: none"> ▪ Parent feedback
<p>Provide appropriate feedback and best practice share to other members of the Admissions and wider school team.</p> <ul style="list-style-type: none"> ▪ Support the DAM to develop a culture where the school engages as one and works to ensure admissions is a whole school responsibility. ▪ Contribute to the sharing of best practice in admissions across the Admissions team, region and group. 	<ul style="list-style-type: none"> ▪ Employee performance review rating(s) ▪ Team conversion rates ▪ Team feedback
<p>Take a proactive approach to personal development planning using company toolkits and procedures as appropriate.</p> <ul style="list-style-type: none"> ▪ Take ownership for personal development and works with Admissions Manager to develop and implement a focused and straightforward Personal Development Plan. ▪ Take ownership for requesting feedback from others in a timely fashion. ▪ Provide both constructive and appreciative feedback both unprompted and when asked. 	<ul style="list-style-type: none"> ▪ Positive performance appraisal

<p>Philosophy and values:</p> <p>We are ambitious for our students, our people and our family of schools. 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 <p>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 and undertake any other appropriate duties as allocated by the Principal.</p>	<ul style="list-style-type: none"> ▪ Role-model the ‘Be Ambitious’ philosophy each day ▪ Feedback as a valued member of the team and the wider organisation
<p>OTHER</p> <ol style="list-style-type: none"> 1. Promote and embodies <i>The CORE 7 Leadership Capabilities:</i> 2. Accountable – Establishes a high performing culture and accepts accountability for organisational performance. 3. Strategic – Leads opportunity and is committed to continuous improvement aligned with the organisational vision and direction 4. Collaborative – Works collaboratively with others to achieve organisational outcomes 5. Entrepreneurial – Creates organisational value for diverse stakeholders and achieves commercial success 6. Enabling – Drives excellence through valuing and developing others 7. Agile – Achieves personal and organisational success within a changing, dynamic and complex environment 8. Resilient – Demonstrates personal resilience within a demanding environment of high expectations 	<ul style="list-style-type: none"> ▪ Valued member of the team and organisation

<ul style="list-style-type: none"> ▪ A commitment to safeguarding and promoting the welfare of all pupils. ▪ Willingness to undertake appropriate child protection training when required 	
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PERSON SPECIFICATIONS	
Qualifications / Training	
Bachelor's Degree	Desirable
Experience / Knowledge/ Skills	
Minimum 2 years working in a sales or service delivery sector	Essential
Good cross-cultural, interpersonal & communication skills and an affinity for interacting with diverse nationalities and cultures	Essential
Experience of having worked within a service delivery sector, education sector experience a bonus	Desirable
Outstanding written and verbal communication skills in Chinese	Essential
Excellent time management skills and flexibility in dealing with multi-functional tasks	Essential
Experience of working with a CRM and / or IMS	Essential
Personal Attributes	
A warm, personable and curious character	Essential
Creative and technical thinking ability	Essential
Self-motivated, flexible and adaptable to different tasks at hand	Essential
Proactive and able to prompt others to ensure deadlines and targets are achieved, calm working under pressure	Essential
High level of integrity	Essential
Excellent time management and organizational skills	Essential
Proficient communicator both oral and written	Essential
Excellent attention to detail	Essential
Affinity with and interest in education	Essential