

LOCATION	British International School Abu Dhabi (BISAD)	
JOB TITLE	Admissions Officer	
JOB PURPOSE	To enroll new students to BISAD by responding to all prospective parent enquiries and ensuring an efficient and proactive follow-up of leads.	
REPORTING TO	Admissions Manager	
DIRECT REPORTS	none	
OTHER KEY RELATIONSHIPS	Senior Leadership Team, Teachers, Other BISAD Staff and all prospective parents.	
PACKAGE		
BROAD SKILL AREAS	MEASURES OF PERFORMANCE	
1. Educational Advisor	Tailoring of communication to the needs of each student/parent	
2. Parent Service	Responsiveness (speed, accuracy and helpfulness) of communication	
3. Sales	Differentiation of the school (USPs) in communication and always closing (next steps)	
KEY RESULT AREAS	MEASURES OF PERFORMANCE	
1. Manage all Enquiries from prospective parents.	Responds to all enquiries (phone, email, other) within 24 hours.	
2. Visits - coordinate all aspects of a prospective parent/family visit (creation of visitor packs, hospitality, school tour, meeting with teachers and students, etc...).	Meets the targeted Key Performance Indicators (KPIs) for Visits.	
3. Conversions - maintain communication with all prospective parents in order to move them to the next level (application or enrollment). This includes liaising with parent representatives who have a high opinion of the school and would like to get in touch with prospective parents. Organize second visits and trial days.	Meets the targeted Key Performance Indicators for Conversions.	
4. Applications - manage all aspects of the application process.	All applications are processed within 24 hours of receipt.	
5. Offer Letters & Acceptances –write and send Offer Letters and manage all acceptances, including the delivery and tracking of all required forms, uniform purchase, and deposit/fee payments.	All offer letters and acceptances are written, sent and managed within 48 hours of receipt.	

<p>6. Welcoming/on-boarding of new families to the school - liaise with staff with regards to after-school activities, meals, bus, health issues, communication, as well as parent class representative in order to officially handover communication and contact once a student/family is enrolled and welcomed into the school.</p>	<p>All families are welcomed on their first day of school and are properly introduced to the class teachers, other BISAD staff and parent group representatives.</p>
<p>7. Database – maintain an up to date database with all key information (name, address, email, phone, emergency contact, etc...) for prospective and current parents.</p>	<p>Database is accurately updated on a daily basis.</p>
<p>8. Prospective Parent Communications - Coordinate communications to prospective parents and relocation agencies when necessary.</p>	<p>All communications are sent in a timely manner.</p>
<p>9. Statistics - Maintain statistics on current student body (e.g. number of nationalities, languages spoken, etc.)</p>	<p>All statistics are updated within a week of any new students joining LCIS.</p>
<p>12. Reporting – Produce weekly KPI and class size predictor reports in addition to any other admissions related reports.</p>	<p>All requested reports are completed accurately by the requested deadlines.</p>
<p>13. Liaise with parents and communes for ADEC requirements</p>	<p>As required, documents are requested and delivered in a timely manner.</p>
<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"> ▪ Improved performance ▪ Performance appraisal ▪ Personal Development Plan

<p>OTHER</p> <ul style="list-style-type: none"> ▪ Promote and adhere to the Company Vision and Values: <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 	<ul style="list-style-type: none"> ▪ Valued member of the team and organisation
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PERSON SPECIFICATIONS

Qualifications/Training	
• University Degree	Essential
• Fluent in English	Essential
Experience / Knowledge	
• 3-5 years of prior work experience	Essential
• 2+ years of experience in a customer service role/industry	Desirable
• Excellent IT skills and experience of working with Excel and other spreadsheet and database applications.	Essential
• Evidence of being able to persuade customers.	Desirable
• Knowledge of the English National Curriculum and the International Baccalaureate.	Desirable
Skills	
• Communicating with confidence - Conveying messages and information clearly and confidently, appropriate to your audience.	Essential

<ul style="list-style-type: none"> • Customer focus - Understanding and meeting customer needs. 	Essential
<ul style="list-style-type: none"> • Planning and organising - Managing operating processes and procedures effectively within the needs of the school and working to deadlines. 	Essential
<ul style="list-style-type: none"> • Relationships with others - Developing, building and maintaining effective and appropriate relations. 	Essential
<ul style="list-style-type: none"> • Reliability - Demonstrating dependability, consistency and commitment to self and others. 	Essential
<ul style="list-style-type: none"> • Adaptability - Being flexible when working with others to deliver results. 	Essential
<ul style="list-style-type: none"> • Assertiveness - Asserting own needs, opinions and feelings whilst valuing those of others by demonstrating understanding and respect. 	Essential
Personal Attributes	
<ul style="list-style-type: none"> ▪ High levels of personal integrity. 	Essential
<ul style="list-style-type: none"> ▪ Excellent organisational and time-management skills 	Essential
<ul style="list-style-type: none"> ▪ Attention to detail 	Essential
<ul style="list-style-type: none"> ▪ Ability to work under pressure and remain calm 	Essential
<ul style="list-style-type: none"> ▪ Willingness to take on multiple tasks 	Essential
<ul style="list-style-type: none"> ▪ Proactive and able to prompt others to ensure deadlines are achieved 	Essential
<ul style="list-style-type: none"> ▪ Self-motivated and enthusiastic 	Essential
<ul style="list-style-type: none"> ▪ Ability to work independently 	Essential
<ul style="list-style-type: none"> ▪ Continually strive for improvement 	Essential
<ul style="list-style-type: none"> ▪ Adaptability 	Essential
<ul style="list-style-type: none"> ▪ Reflective 	Essential
<ul style="list-style-type: none"> ▪ Team player 	Essential
<ul style="list-style-type: none"> ▪ Excellent personal presentation to reflect a professional environment. 	Essential

OTHER CONDITIONS

Hold a current Enhanced Criminal Records Bureau Disclosure or equivalent for countries lived in outside of the UK.

Must have valid work permit for the UAE