



Job Description:
School:

Director of Admissions & Marketing
Nord Anglia International School Hong Kong

LOCATION	Nord Anglia International School Hong Kong	
JOB TITLE	Director of Admissions & Marketing	
JOB PURPOSE	<p>Reporting to the school Principal and forming part of the schools Senior Leadership Team (SLT) the key focus of the role will be to develop and implement a growth strategy and tactical business development plan that ensures attraction, recruitment and retention of students. To be carried out through demonstrating the schools' promises and highlighting these through key touch points within the school community both internally and externally.</p> <p>The post holder will have the responsibility for leading the Admissions and Marketing teams to ensure a seamless Student Customer Journey through setting relevant policy, procedures, quality standards, customer service standards, and ensuring their delivery to all prospective students, applicants, and their influencers.</p> <p>Ensure that the Nord Anglia International School Hong Kong has an effective outreach programme with the internal and external local community which develops and builds on the school's reputation.</p>	
REPORTING TO	School Principal	
DIRECT REPORTS	Admissions & Marketing Teams	
OTHER KEY RELATIONSHIPS	<p>Internal</p> <ul style="list-style-type: none"> • Regional Director Admissions & Marketing, China • Directors of Admissions and Marketing China schools • Chief Admission and Marketing Officer • School Senior Leadership Committee (SLT), teachers and school • Staff, Parents & Students <p>External</p> <ul style="list-style-type: none"> • HR Directors/Managers & Relocation Agents • Community partners • Press and media contacts • Agencies/Kindergartens/Competitor Schools 	
PACKAGE	Competitive	
KEY RESULT AREA		MEASURES OF PERFORMANCE
<ul style="list-style-type: none"> • To ensure that you and your colleagues on your school's leadership team achieve the target growth and retention numbers in line with the annual budget • To ensure that your school's key touch-points for parents, from awareness to signing and beyond, are based on parental needs and your school's defined promises are properly designed, implemented and monitored and that each is evaluated for its effectiveness • To ensure that you maintain an up-to-date evidence base of the needs and concerns of our internal and external stakeholders in relation to the growth and retention of students and that this is evidence is communicated to the Group as and when required • To ensure that you develop, execute and regularly monitor marketing, retention and admissions plan for your school that 		<ul style="list-style-type: none"> • Increase total student enrolments • Increase conversion of new student enrolment • Generate increased enquiries • Increased student/parent satisfaction



<p>directs each phase of the internal and external marketing processes and that this plan is built on the school's story and promises that are underpinned by evidence</p> <ul style="list-style-type: none"> • Manage Marketing and Student Recruitment budget and ROI of marketing activities carried out • To ensure that your school has an outreach programme that widens the school's network and positive relationships and reputation in and with the community • To ensure 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. • Contribute to the wider business through sharing of best practice with the wider community and supporting or driving business development opportunities 	
<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 ▪ Any other appropriate duties as allocated by the Chief Executive Officer 	<ul style="list-style-type: none"> ▪ Valued member of the team and organisation