



	Job Description
Title	Admissions Officer
Reports to	Head of Admissions
Location	British International School Shanghai, Pudong Campus
Appointment	Full time
Employment Entity	BISS PUDONG
Purpose	<p>Admissions to our school are a complex and involved process. We pride ourselves on providing personalised attention to each family and their individual hopes for their children. Every enquiry and visit is the future of our school.</p> <p>The Admissions Officer is a crucial role with a range of internal and external customers to deal with. Attention to detail and excellent administration skills are a must as is the highest level of professionalism in order to support the Admissions and Marketing strategy for driving attraction, recruitment and retention of students at BISS Pudong.</p>
Key Responsibilities	<ul style="list-style-type: none">• Act as first and continual point of contact for prospective families from enquiry through to the enrolment of new students at the school;• Organise and conduct visits for prospective parents, ensuring the maintenance of high quality customer care at all times;• Follow best practice Admissions procedure and engage on-going development and training;• Record and report accurate and timely information on computerised Management Information System (MIS);• Effectively participate in initiatives to drive student recruitment and enrolment opportunities;• Liaise and build positive relationships with members of staff including the Senior Leadership Team (SLT), teaching staff, transport and finance staff, and external stakeholder. <p>Provide first and continual point of contact from enquiry to enrolment:</p> <ul style="list-style-type: none">• Responsible for fielding, filtering, and effectively responding to enquiries, received via telephone, email, social media, and in person;• Provide information and advice to applicants on Admissions from first enquiry through to enrolment,• Work diligently in a team approach towards set student number targets;• Undertake regular and timely follow-up to all enquiries, visits and applications to meet minimum response times;• Process student applications, obtain pupil references, and work with the Head of Admissions to ensure applicants' eligibility (including checks on the validity of documentation);• Arrange and administer on-line academic testing as appropriate;• Cascade information in a timely manner about students to colleagues, including Academic team, Finance, Bus Coordinator, Catering Manager and School Nurse;• Liaise closely with Teachers, Heads of School and Admin staff with regards to the smooth transition/induction of new families, and support arrangements for new starters.



	<p>Visit management:</p> <ul style="list-style-type: none"> • Taking a client service role, be customer focused and 'front of house' and represent the school to potential or existing parents, their representatives or agents; • Plan in depth for each visiting family and organise relevant and informative school tours, inviting and meeting with key staff as appropriate; • Respond rapidly to drop-in requests for visits; • Ensure up to date product knowledge, by continually reviewing and seeking out information on the school, its offer, and Nord Anglia Education. <p>Follow best practice in the Admissions process:</p> <ul style="list-style-type: none"> • Follow Admissions standardised procedures and contribute to the effective development of best practice in terms of operation and delivery; • Be aware of our key messages and promises, and ensure these are consistently communicated to potential or existing parents; • Keep up to date with market intelligence and report on the competitor landscape; • Ensure all Admissions meeting areas and tour routes are delivering a high-quality experience in line with our Nord Anglia Education Premium and Contemporary Toolkit. <p>Admissions recording and reporting:</p> <ul style="list-style-type: none"> • Record accurate and timely information relating to school Admissions (enquiries/visits/applications/app withdrawal/starters and leavers) on the MIS, and other systems as may be required to ensure completeness of data; • Maintain your own records to report effectively with the Head of Admissions for each enquiry and record timely follow-up actions; • Assist in producing reports as required. <p>Communication and customer service:</p> <ul style="list-style-type: none"> • Build and develop strong and positive relations with Academic and Admissions staff; • Develop parent liaison and relationships ensuring that word of mouth comments are positive; • Positively represent the school at all times; • Provide focused and high quality of customer care at all times. <p>Key events & Admissions timeline:</p> <ul style="list-style-type: none"> • Support school orientation events at each new term; • Support mid-term induction processes for new students; • Attend events including international schools fairs to recruit new students (may include evenings or weekends).
<p>Education & Professional Qualifications</p>	<ul style="list-style-type: none"> • Bachelor's degree is Essential.
<p>Experience</p>	<ul style="list-style-type: none"> • Experience within a customer-centric, transaction based administration process an advantage. • Education Admission experience is desirable. • Familiar with all major business software applications and some sales pipeline or CRM software (Adobe, Microsoft Office, etc). • Experience of having worked within a service delivery sector • Familiar with international education and have some understanding of the expat community in Shanghai; • Multilingual abilities a major advantage



Personal Characteristics	<ul style="list-style-type: none">• Self-motivated, flexible and adaptable• Proficient communicator both oral and written• Excellent organisational skills• A people person with a warm and friendly nature, unflappable under pressure.• Good team player within a multifunctional team• Affinity with and interest in education
Success Criteria	<ul style="list-style-type: none">• An increase in defined student enrolment metrics (measured by KPIs to show customers taking the desired action, i.e. enquiries, visits, conversions, applications, enrolment).• Customer feedback and survey data.
Network of Interaction Internal & External	Director of Admissions and Marketing, SLT, ELT, Parents, Teachers, Students, Administration and Support Staff, company contacts (HR & mobility) and relocation agents.