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| LOCATION | British International School of Houston | |
| JOB TITLE | Admissions Administrator & Receptionist | |
| JOB PURPOSE | You will be responsible for supporting the school Admissions team to deliver an outstanding experience for parents and students through the Parent Experience Journey (PEJ). | |
| REPORTING TO | Admissions Manager | |
| DIRECT REPORTS | None | |
| OTHER KEY RELATIONSHIPS | <ul style="list-style-type: none"> ▪ School Director of Admissions and Marketing ▪ School SLT and staff ▪ Parents and students ▪ School Marketing Manager, Communications Manager, Events Manager ▪ CRM Champion | |
| PACKAGE | Competitive | |
| KEY RESULT AREA | MEASURES OF PERFORMANCE | |
| <p>Provide the first point of contact to prospective parents on the general Admissions phone line, making the experience positive, straightforward and engaging throughout.</p> <ul style="list-style-type: none"> ▪ Ensure high quality communication: language, tonality and structure. ▪ Maintain high levels of warmth and enthusiasm throughout all communications. ▪ Ask appropriate questions to capture required information from prospective families ensuring consistent attention to detail. ▪ Pass contact details for prospective families through to relevant Admissions team members in an accurate and timely manner. | <ul style="list-style-type: none"> ▪ Delivery of weekly KPIs ▪ Feedback from parents ▪ Mystery shop | |
| <p>Ensure all leads are loaded into iSAMs (currently) and the new CRM system (in the future) in an accurate and timely manner.</p> <ul style="list-style-type: none"> ▪ Wherever possible, enter contact details and other information from prospective parents directly into iSAMs / CRM. ▪ Ensure that all new leads are entered into iSAMs / CRM within 24 hours during working week. ▪ Ensure that lead statuses, notes and personal details are kept fully up to date at all times and after each and every communication with prospective parents. ▪ Ensure the school adheres to NAE business rules in relation to data capture and management. ▪ Ensure any outstanding data capture is complete by the end of each working week. | <ul style="list-style-type: none"> ▪ Periodic audit of information within iSAMs / CRM to ensure accuracy ▪ Feedback from team | |
| <p>Co-ordinate directly with parents and teaching staff on the information and documents required for the completion of application and enrolment steps of the Parent Experience Journey.</p> | <ul style="list-style-type: none"> ▪ Delivery of weekly KPIs ▪ Feedback from parents | |

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| <ul style="list-style-type: none"> ▪ Liaise with prospective parents directly on email and on the telephone ensuring all communication is as personal as possible. ▪ Facilitate the application and assessment data gathering process in a straightforward and efficient way to convert families to enrolment. ▪ This includes co-ordinating directly with teaching staff to identify and complete required assessment documentation. ▪ Support the Admissions team to facilitate any remaining enrolment requirements and help maintain continued contact to convert enrolled families into new starters. ▪ Carry out filing of any documentation in a structured and timely manner. ▪ Ensure that all application and enrolment information is input into iSAMs / CRM in a timely and accurate manner. ▪ Work with the DAM and Admissions Managers to ensure that completed enrolment documents are shared with the relevant class teachers before the student starts. ▪ Support the admissions in team in organising, co-ordinating and delivering the annual orientation day events at the start of the academic year. | <ul style="list-style-type: none"> ▪ Mystery shop |
| <p>Co-ordinate the booking of tours and assessments with families, the Admissions team and the wider school faculty, ensuring all booked dates, detail and outputs are recorded accurately in iSAMs / CRM.</p> <ul style="list-style-type: none"> ▪ Ensure all relevant team members are informed of tours and assessment dates and family details in a timely and accurate manner. ▪ Respond to any questions from the school faculty on the family, using data from iSAMs / CRM or liaising with relevant Admissions team member. ▪ Wherever possible, enter contact details and other information from prospective parents directly into iSAMs / CRM ▪ Ensure any outstanding data capture is complete by the end of each working week. | <ul style="list-style-type: none"> ▪ Delivery of weekly KPIs ▪ Feedback from parents ▪ Feedback from team |
| <p>If an Admissions team member is unavailable, or during busy periods, directly handle enquiries from prospective families and support on school tours.</p> <ul style="list-style-type: none"> ▪ Deal with new enquiries effectively and convert the enquiry to a visit to the school. ▪ Conduct individual and group tours of the school, making them as personal as possible and convert families to make an application. ▪ Support the Admissions team to follow up with leads at all stages of the pipeline that have become unresponsive to reignite their interest. Follow best practice in timing this communication. ▪ Ensure timely communication, responding to all parent contact within 24 hours during the working week. | <ul style="list-style-type: none"> ▪ Delivery of weekly KPIs ▪ Feedback from parents ▪ Mystery shop |

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| <ul style="list-style-type: none"> ▪ Get to know families through great questions and active listening. ▪ Build empathy and rapport with families. ▪ Support the MAC team through attendance at school recruitment events. | |
| <p>Ensure the school’s admissions processes adhere to any group policies and local market regulations.</p> <ul style="list-style-type: none"> ▪ Maintain an up to date understanding of group-wide admissions policies and processes. ▪ Understand any local regulatory requirements and ensure these are implemented at each stage of the admissions process. | <ul style="list-style-type: none"> ▪ No issues flagged in regular internal audits |
| <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 ▪ 360 degree 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. | <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 |

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| <ul style="list-style-type: none"> ▪ 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> | |
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| PERSON SPECIFICATIONS | |
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| Qualifications / Training | |
| Higher Level School Qualification | Essential |
| Experience / Knowledge/ Skills | |
| Minimum 2 years working in a customer-facing role 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 |
| Good written and verbal communication skills in [insert language] | Essential |
| Good time management skills and flexibility in dealing with multi-functional tasks | Essential |
| Experience of working with a CRM and / or IMS | Desirable |
| Personal Attributes | |
| A warm, personable and curious character | 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 |