

## MARKETING AND ADMISSIONS OFFICER JOB DESCRIPTION

<b>Job Title:</b>	Marketing and Admissions Officer
<b>Line Manager:</b>	Marketing and Admissions Manager

### Purpose of Job

N/A

### Duties and Responsibilities

1. Ensure school student enrolment is conducted strictly in accordance with the School recruitment policies and standards.
2. Be directly responsible for the entire admissions process end-to-end including but not limited to:
  - Coordinate school tours/visits
  - Liaise with parents on admission enquiries and school placement status.
  - Facilitate parent meeting with Principal -ensures an enquiry proforma is completed.
  - Coordinate student application and placement testing for prospective students.
  - Coordinate interviews with Principal.
3. Maintain a complete and accurate record of parent/student details and a funnel of all prospective new student intake in the computerized school management system.
4. To work closely with the Marketing and Communications Team:
  - Ensure that their activities are aligned and in support of each other to achieve the School's roll target.
  - Ensure that appropriate documentation and information on all aspects of the school are current and readily available.
  - Attend promotional events such as education exhibitions in support of the Marketing and Communications Department.
  - Support other ad-hoc projects as assigned.
5. To develop various local channels of marketing in support of School's roll target.

### Requirements

1. English skills.
2. Good communication skill, responsible, efficient, customer oriented.
3. 2-5 years working experience, experience in education industry is preferred.
4. Admissions experience in international school/bilingual school is preferred.
5. Marketing/sales experience is preferred.

Education is an ever-changing service and all staff are expected to participate constructively in school activities and to adopt a flexible approach to their work. Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. The post holder will be expected to comply with any reasonable request from the line manager to undertake work of a similar level that is not specified in this job description. This job description may be amended at any time following discussion between the line manager and member of staff, and will be reviewed annually during the appraisal process, and will be varied in the light of the business needs of the school.

*Harrow is committed to the safety and protection of children.*

*All employees are expected to comply with our School Child Protection and Safeguarding Policy.*