

LOCATION	The British International School Abu Dhabi (BISAD)	
JOB TITLE	School Director of Admissions & Marketing	
JOB PURPOSE	<p>Acting as a key member of the schools Senior Leadership Team (SLT) the primary purpose of the role is to lead the development and implementation of a strategic and operational plan to grow student enrolment:</p> <ol style="list-style-type: none"> 1. Defining and understanding target parent segments and their needs 2. Defining the differentiated promises and identity of BISAD/NAE and communicating them clearly and consistently across multiple touchpoints to all stakeholders 3. Leveraging the NAE Parent Experience Journey framework to define the desired parent experience locally (internally and externally), and ensuring every-day-great-execution of the BISAD message: <ol style="list-style-type: none"> a. Attracting new parents through marketing touch points b. Recruiting them through admissions touch points c. Retaining them through communications touch points <p>Responsible for leading and developing the Admissions, Marketing & Communications team, and for engaging the wider school staff in the parent experience.</p>	
REPORTING TO	School Principal	
DIRECT REPORTS	TBC but will include Admissions, Marketing and communications resource.	
OTHER KEY RELATIONSHIPS	Parents, Students, School SLT, Chief Admissions and Marketing Officer and Regional Director of Admissions and Marketing	
PACKAGE	Competitive remuneration and benefits	
KEY RESULT AREA		Measured by
1. <u>Define target parent segments to focus on for future growth and retention</u> <ol style="list-style-type: none"> 1.1. Understand the needs of parents in the local market (expat & local families) and maintain an evidence base that can be shared with the SLT and group 1.2. Segment the market by nationality, industry sector and age group, specifying sources of future growth to target through prioritised marketing, admissions and communications plans, external stakeholder engagement and leadership and investment. 1.3. Develop a clear understanding of competitors in the local market, and what is appealing or not to the different parent segments. 		<p>Starter growth in pre-defined segments</p> <p>Retention of existing students</p> <p>Parent satisfaction survey results</p>
2. <u>Clear and consistent definition and presentation of the promises and visual identity of BISAD within the NAE brand</u> <ol style="list-style-type: none"> 2.1. Use the evidence gathered to ensure the story and promises of the school remain relevant, differentiated, focused and evident in everyday school life 2.2. Ensure every member of staff in school is aware of and actively engaged in the parent experience: attracting, converting and retaining students. 2.3. Develop the collateral for touch-points along the parent experience journey, including all digital and printed assets 2.4. Deliver with the Principal a school look and feel is consistent with the key messages and school story/promises, and integrated with the wider Nord Anglia brand messages (Be Ambitious) and visual identity 2.5. Ensure that the core NAE programmes are visible and understood: Juilliard, MIT, UNICEF and Global Campus 2.6. Tailor the communication of the above to different parent segments/needs 		<p>Annual table top review of all communications materials and plans</p> <p>Awareness of NAE Educational Programmes in parent survey</p>

<p>3. <u>Delivering a BISAD parent experience across all touch-points based on a local understanding of parent needs and a differentiated positioning</u></p> <p>3.1. Attracting new students (Marketing)</p> <p>3.1.1. Use understanding of target segments and their media consumption / touchpoints to be present at the right time and in the right place to attract through relevant, timely and engaging content</p> <p>3.1.2. Be present and prioritized wherever a parent might search for Abu Dhabi schools</p> <p>3.1.3. Develop a content and events calendar leveraging global, regional and local materials to ensure thought-leadership with current and prospective parents</p> <p>3.1.4. Ensure that the school has an outreach programme that widens the school's network and positive relationships and reputation in and with the community. This includes development of strategic partnerships and sponsorship opportunities.</p> <p>3.2. Recruiting new students (Admissions)</p> <p>3.2.1. Leverage the NAE Parent Experience Journey framework to develop an outstanding level of customer service in handling enquiries, tours, applications and enrolments</p> <p>3.2.2. Contribute regularly to leadership team discussions regarding retention and admission numbers and help to build a culture that admissions is a 'whole school' responsibility, working across all stakeholders in the school to improve the processes by which we encourage both to improve.</p> <p>3.3. Retaining students (Communications)</p> <p>3.3.1. Deliver the communications calendar of events, activities and media to provide relevant and useful info to parents.</p> <p>3.3.2. Organise and respond to activities in the community that raise the school's profile and enhance its reputation</p> <p>3.3.3. Engage the wider staff in every day comms with parents</p>	<p>Enquiry growth New starter growth</p> <p>Conversion of enquiry to visit Conversion of visit to application Conversion of application to starter New starter survey satisfaction</p> <p>Parent satisfaction results Student retention</p>
<p>4. <u>Day to day operational expertise and talent development:</u></p> <p>4.1. <u>Ensure on-going training and development of the team and wider school community on what Proficient, Expert and Outstanding looks like for the ideal Parent Experience</u></p> <p>4.1.1. Ensure team understand their roles and what they need to achieve</p> <p>4.1.2. Provide up to date and timely learning opportunities for the team</p> <p>4.1.3. Contribute to the wider business through sharing and application of best practice within the wider community and supporting or driving business development opportunities</p> <p>4.1.4. Build a network of peer contacts within the Admissions, Marketing & Communications community across NAE, to contribute to and leverage global best practice</p> <p>4.2. <u>Develop and deliver an annual Marketing, Admissions and Communications Plan, with an emphasis on outstanding execution</u></p> <p>4.2.1. Lead, develop, execute and monitor marketing, admissions and communications planning</p> <p>4.2.2. Manage Marketing & Student Recruitment budget and activity ROI</p> <p>4.2.3. Accountable for Every Day Great Execution across all touch points</p> <p>4.3. <u>Provide accurate data tracking to assist in day-to-day and long-term decision making and planning:</u></p> <p>4.3.1. Analyse the data gathered and provide regular internal reports on trends and identified issues and present updated retention and</p>	<p>All DAM team undergo a full week of development per annum</p> <p>Learning and development ideas and areas for improvement are part of the culture</p> <p>Forecasting accuracy Budget accuracy</p>

admissions numbers, with commentary, to the School's senior leadership team and the NAE Group.	
4.3.2. Present updated retention and admissions numbers, with commentary, to the School's senior leadership team.	
4.3.3. Lead the forecasting process working closely with the Regional DAM to accurately model future numbers, risks and opportunities	
4.3.4. Fully cost the marketing, retention and admissions plan, ensuring that each activity is generating value for money spent.	
4.3.5. Regularly monitor and report on expenditure, adjustments to budget and value achieved	

PERSON SPECIFICATIONS	
1. Qualifications/Training	
1.1. Bachelor's Degree	Essential
2. Experience / Knowledge / Skills	
2.1. Evidence of relevant sales, marketing and / or customer service experience/roles	Essential
2.2. 7-10 years' experience in a Sales/Marketing/ Customer Service role with demonstrated success in growing/increasing sales in a competitive market	Essential
2.3. Experience of high level networking to build creative and mutually beneficial relationships that positively impact on strategic and tactical business development	Essential
2.4. Understanding of and the ability to build strong customer advocacy and repeat client loyalty and retention	Essential
2.5. Experience of having worked within a service delivery sector, education sector	Desirable
2.6. Strong analytical skills and proven record of using data and research to support initiatives undertaken	Essential
2.7. Ability to build, manage and motivate cross functional high performing teams	Essential
2.8. Experience of working with CRM systems and integration with the sales life cycle	Desirable
2.9. Experience in monitoring competitor market activity	Essential
2.10. Experience in using digital and social media trends and tools to influence the sales life cycle	Desirable
3. Personal Attributes	
3.1. Commercially aware and results driven with good business acumen	Essential
3.2. Self-motivated, flexible and adaptable to different tasks at hand	Essential
3.3. Proactive and able to prompt others to ensure deadlines and targets are achieved, calm working under pressure	Essential
3.4. Uses evidence to support arguments or positions taken	Essential
3.5. A strong sense of the 'other' and an ability to empathise	Essential
3.6. Has gravitas that allows him/her to be accepted by other stakeholders in the school	Essential
3.7. High level of integrity	Essential
3.8. Excellent time management and organisational skills	Essential
3.9. Expert communicator both oral and written	Essential
3.10. Excellent attention to detail	Essential
3.11. Affinity with and interest in education	Essential

OTHER CONDITIONS

1. Hold a current Enhanced Criminal Records Bureau Disclosure or equivalent for countries lived in outside of the UK
2. Compliance with visa requirements for working in Abu Dhabi