

DIRECTOR OF ADMISSIONS & MARKETING, CIS

JOB DESCRIPTION

LOCATION	Based at Nord Anglia International School Shanghai, Pudong	
JOB PURPOSE	<p>As Director of Admissions & Marketing (DAM), you'll be the member of the school Senior Leadership Team (SLT) with prime responsibility for driving student enrolment.</p> <p>You'll do this by ensuring families receive an exceptional experience at each stage of their journey with our school - from awareness and consideration, through to enrolment and advocacy. We call this our Family Experience Journey, and everything we do in MAC (Marketing, Admissions and Communications) evolves around this.</p> <p>To deliver an exceptional family experience every time, you'll need to forge great relationships with colleagues from across the school, so that everyone is working together to achieve our vision.</p> <p>As an exceptional leader of people, you'll coach and develop the commercial, creative, and customer-orientated skills of your team, and be a consummate ambassador for the school brand.</p> <p>As a DAM, you'll also play a pivotal role in building the school community and reputation.</p>	
REPORTING TO	The Principal <i>(dotted line report to the Regional Director of Admissions & Marketing, CIS)</i>	
DIRECT REPORTS	Admissions Officers, Marketing Executive	
OTHER KEY RELATIONSHIP	<p><i>Internal</i></p> <ul style="list-style-type: none"> • SLT • Academic Faculty • Regional Director of Admissions and Marketing and other Regional MAC colleagues • Central MAC Team in London • Other global MAC team members 	<p><i>External</i></p> <ul style="list-style-type: none"> • Parents and students • External network including relocation agents, embassies, chambers, education agents, feeder schools, employers and key accounts • Marketing agencies • Press and media contacts • Marketing services suppliers

KEY RESULT AREA	MEASUREMENT OF PERFORMANCE
PLANNING	
You'll understand the importance of having a great MAC (Marketing, Admissions and Communications) plan - it's integral to what we do - but you'll see the value in being flexible, to adapt and pivot to meet school needs.	

<p>You'll:</p> <ul style="list-style-type: none"> • Work with your Senior Leadership and Regional Office colleagues to set the strategic MAC direction for the school, covering admissions, brand, communications, digital, marketing and research requirements • Manage your MAC budget to deliver maximum value • Maintain up-to-date knowledge of your market, competitors, and audiences, to give your school a commercial advantage • Oversee data integrity through CRM and compliance with group data rules, so school and group forecasting is built on a rock-solid foundation • Ensure accurate forecasting for the year(s) ahead, using all the data available to you and keeping in regular contact with pipeline contacts • Stay up to date with new trends and developments in sales, marketing and communications to keep innovating • Develop your school's brand positioning, to ensure that your offering is differentiated in market to drive greatest enrolment 	<ul style="list-style-type: none"> • Delivery and performance against school MAC Plans • Schools and Regional Office feedback • Campaign metrics • Salesforce CRM data
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DRIVING PERFORMANCE

<p>You'll use data and insights to ensure that MAC tactics are helping to drive enrolment performance across the school</p> <p>You'll:</p> <ul style="list-style-type: none"> • Focus activity on driving enquiries, and converting those enquiries through to enrolment • Ensure that each year re-enrolment numbers are as good as they can be, through providing a fantastic in-school MAC experience to families • Analyse the wide raft of data at your disposal to test and learn from the school's brand, communications, enrolment, and marketing activities, and use insights to inform decision-making • Use Salesforce (CRM) to efficiently manage your enrolment pipeline, and ensure user adoption across your team • Track team performance through CRM and other KPI metrics to identify opportunities • Be a key advisor to the school Senior Leadership Team on the interpretation of relevant market research (brand equity, parent satisfaction, mystery shop, and market share) and guide action plans for whole school improvement 	<ul style="list-style-type: none"> • Enquiry volume • Conversion rates (Enquiry-Starters) • Re-enrolment Rates • Delivery and performance against school MAC Plans • Schools and Regional Office feedback • Campaign metrics • Training feedback
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EXECUTION

<p>Reflecting a 'first class, every time' focus on delivery and leadership of often complex projects</p> <p>You'll:</p> <ul style="list-style-type: none"> • Lead the development and execution of best practice throughout the entire Family Experience Journey, and work collaboratively with teachers, administrative staff and other colleagues to ensure the whole school embraces the need for a world-class experience, every single day • Ensure every family receives a highly personalised visit experience – physically and/or virtually • Ensure a seamless digital experience for families, working closely with regional and central digital colleagues • Recruit and develop a school MAC team, coaching them to aim for execution to the highest standards of every aspect of the 	<ul style="list-style-type: none"> • Delivery and performance against school MAC Plans • Schools and Regional Office feedback • Campaign metrics • Salesforce data
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<p>school's admissions, brand, communications, digital, marketing and research tactics</p> <ul style="list-style-type: none"> • Put creativity at the heart of your MAC activities, to develop a successful commercial approach within your market • Ensure that every aspect of the school adheres to school Visual Identity and Tone of Voice guidelines – and that it emulates key messaging • Deliver high quality communications to all stakeholders both internal and external that enhance school profile, represent the SLT/Principal and contribute to high parental engagement. • A commitment to safeguarding and promoting the welfare of all pupils, and a willingness to undertake appropriate child protection training when required. 	
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BUILDING REPUTATION

<p>Providing an outstanding mix of judgement and delivery skills to strengthen our reputation</p> <p>You'll:</p> <ul style="list-style-type: none"> • Be a key voice in defining a distinctive and consistent brand for the school, one which will resonate across your market and target audiences • Bring the school's story to life. Working with your Regional and Central MAC colleagues, you will lead the development and execution of the school's brand framework, visual identity and tone of voice across all media. • Lead the development of, and compliance with, school MAC procedures which adhere to group policies and local regulatory requirements (e.g. admissions guidelines, marketing consents, etc.) • Create and oversee improvements in parent, staff and other stakeholder communication and get involved in crisis and issues communications, to helping your Principal make the right decisions on stakeholder communications • Develop external networks (feeder schools, embassies, agents, etc.) to build awareness of the school and target new enrolment opportunities. 	<ul style="list-style-type: none"> • Schools' and Regional Office feedback • Share of voice • Brand equity • Desktop evaluation of MAC assets • Parent and staff satisfaction (communications) • Key account management metrics
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OWNING YOUR OWN DEVELOPMENT

<p>You'll own your career at Nord Anglia, starting with being a lifelong learner for your own professional development.</p> <ul style="list-style-type: none"> • Find new ways to develop your skills for your job, but you'll also learn more about our other MAC functions too • You'll make sure you're always working across the MAC and wider teams to share insights, offer advice and support and ultimately drive a collaborative way of working • You'll share what you learn with your team-mates too, so you're always passing your knowledge on. 	<ul style="list-style-type: none"> • Positive performance appraisal
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PERSONAL SPECIFICATIONS – Skills, Knowledge and Experience

<p>As an expert, here's what we expect:</p> <ul style="list-style-type: none"> • You'll be degree educated and have at least seven years' demonstrable experience in brand-building, sales and/or marketing roles, ideally in service delivery roles. • Strong leadership skills and a proven ability to manage and coach a team to achieve business objectives will be part of your repertoire

- You've got superb project management skills and know-how to mobilise efforts to launch successful initiatives
- You'll be a natural communicator, adept at building relationships and influencing outcomes at all levels, both inside and outside our organisation
- You'll be able to prove you love data, with experience of capturing and analysing it, and using it to come up with actionable insights
- You'll be digitally savvy, able to make a positive contribution to the school's digital's footprint of owned, earned and paid media

PERSONAL ATTRIBUTES

As our teammate, here's what we expect:

- You love being part of a team – it's what gets you up in the morning
- You're commercial – you'll love using your ideas to help us grow even faster
- You run it like you own it – always driving for results and building great relationships across the school and group
- You get the job done – every time and always to the deadline, and it's always excellent
- You're entrepreneurial – you're agile and always finding opportunities to do things differently and better
- You're resilient – you'll speak up and speak the truth as a trusted advisor
- You're humble – you'll know what you're great at, and where you're not quite so strong
- You're a listener – so you really understand what's being said
- You're calm under pressure – you'll keep cool when the going gets tough and know when to slow down your thinking

CREATE YOUR FUTURE

We're [Nord Anglia Education](#), the world's largest premium international schools organisation. Every day, our teachers help 68,000 students achieve more than they ever imagined possible. When you join Nord Anglia's Marketing Admissions and Communications team, you'll become part of a global family of talented and creative experts working for a fast-growing premium international brand.