

Job Description: Admissions Assistant Manager

Position Title: Admissions Assistant Manager

Report to: Admissions Manager

Purpose

The Admissions Assistant Manager plays a key role in supporting the admissions lifecycle—from inquiry to enrolment. This role requires a dynamic, people-oriented professional who can balance relationship management with operational efficiency. The ideal candidate will provide exceptional admissions experience for prospective families while ensuring seamless coordination across departments to achieve enrolment goals.

Key Responsibilities:

1. Admissions Operations

- Manage the end-of-end admissions process, including inquiries, school tours, applications, assessments, and offers.
- Maintain accurate and up-to-date data within the school's admissions system (CRM).
- Support the Head of Admissions in developing and implementing strategies to meet annual enrolment targets.

2. Relationship Management

- Serve as the primary point of contact for prospective families, offering a warm, personalized experience.
- Conduct campus tours, information sessions, and admissions events that reflect the Citizens ethos.
- Foster strong relationships with feeder schools, corporate partners, and relocation agents.

3. Marketing and Communications

- Collaborate with the Marketing team to align admissions messaging, digital campaigns, and promotional events.
- Contribute to the development of admissions materials (brochures, presentations, website updates).
- Monitor and report on admissions trends, parent feedback, and competitor activity.

4. Data & Reporting

- Generate regular reports on inquiries, conversion rates, and enrolment progress.
- Provide insights to support decision-making on marketing, retention, and forecasting strategies.

Qualifications & Experience:

- Bachelor's degree in business administration, Education, or a related field.
- Minimum 3–5 years' experience in school admissions or customer relationship management, ideally within a premium or international school setting.
- Strong communication, interpersonal, and presentation skills.
- Excellent organizational and time-management abilities with a keen eye for detail.
- Proficiency with CRM and Microsoft Office Suite; experience with iSAMS or OpenApply is a plus.
- A passion for progressive education and a genuine alignment with the Citizens vision and values.

Personal Attributes

- Warm, approachable, and empathetic communicator.
- Self-motivated, proactive, and results driven.
- Adaptable to a fast-paced, collaborative, and innovative environment.
- Committed to providing outstanding service and maintaining confidentiality.