

ADMISSIONS MANAGER THE BRITISH SCHOOL YANGON JOB DESCRIPTION

LOCATION	Yangon, Myanmar	
JOB PURPOSE	<p>As one of a small number of Marketing, Admissions & Communication (MAC) middle managers on the school team, you will be responsible for creating an outstanding experience for parents and students as they progress from initial enquiry through to the child's first day at school, thereby maximising the conversion of leads into new starters.</p> <p>To deliver an exceptional family experience each and every time, you'll need to own and understand admissions data, and forge great relationships with colleagues from across the school, so that everyone is working together to achieve our vision. You will be the first line of advice and reporting to the school SLT on all things admissions-related.</p>	
REPORTING TO	The School Principal (dotted line report to the Regional Director of Admissions & Marketing, SEAME)	
DIRECT REPORTS	Nil	
OTHER KEY RELATIONSHIP	<i>Internal</i> <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 	<i>External</i> <ul style="list-style-type: none"> • Parents and students • External network including relocation agents, embassies, chambers, education agents, feeder schools, employers and key accounts

KEY RESULT AREA	MEASUREMENT OF PERFORMANCE
PLANNING	
<p>You'll understand the importance of having a great Admissions 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> <p>You will:</p>	<ul style="list-style-type: none"> • Delivery and performance against school MAC Plans • Schools and Regional Office

<ul style="list-style-type: none"> • Work with your Senior Leadership and Regional Office colleagues to set the strategic student recruitment direction for the school • Manage your Admissions 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 / student recruitment 	<ul style="list-style-type: none"> • feedback • Salesforce CRM data
DRIVING PERFORMANCE	
<p>You'll use data and insights to ensure that Admissions tactics are helping to drive enrolment performance across the school</p> <p>You will:</p> <ul style="list-style-type: none"> • Focus activity on converting enquiries through to enrolment • Ensure that each year enrolment numbers are as good as they can be, through providing a fantastic experience to families • Analyse the wide raft of data at your disposal to test and learn from the school's enrolment activities, and use insights to inform decision-making • Use Salesforce (CRM) to efficiently manage your enrolment pipeline • Track 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 admissions data. 	<ul style="list-style-type: none"> • Conversion rates (Enquiry-Starters) • Delivery and performance against school MAC Plans • Schools and Regional Office feedback • Campaign metrics • Training feedback
EXECUTION	
<p>Reflecting a 'first class, every time' focus on delivery and management of often complex projects</p> <p>You will:</p> <ul style="list-style-type: none"> • Lead the development and execution of best practice throughout the enrolment stage of the 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 • Put creativity at the heart of your Admissions activities, to develop a successful commercial approach within your market • Ensure that every aspect of the admissions process adheres to school Visual Identity and Tone of Voice guidelines – and that it emulates key messaging • On behalf of the Principal, lead the re-enrolment process to optimize the retention of existing students and families. 	<ul style="list-style-type: none"> • Delivery and performance against school MAC Plans • Schools and Regional Office feedback • Campaign metrics • Salesforce data
BUILDING REPUTATION	
Providing an outstanding mix of judgement and delivery skills	

<p>to strengthen our reputation</p> <p>You will:</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 through the admissions journey, in collaboration with the school Marketing Manager and Regional MAC colleagues. • Lead the development of, and compliance with, school Admissions procedures and ensure they adhere to group policies and local regulatory requirements. • Contribute to improvements in parent and other stakeholder communication • 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 • 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

As an expert, here's what we expect:

- You'll ideally be degree educated and have at least five years' demonstrable experience in sales and/or customer service roles, ideally in service delivery sectors.
- You'll be a fluent English speaker
- 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

PERSONAL ATTRIBUTES

As our team-mate, 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 over 70,000 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.