

## Admissions Manager Job Description

**Department:** Marketing and Admissions

**Direct Reporting Line:** Head of Admissions Central Office

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### Job Purpose:

- Drives enrolments to reach or exceed target numbers
- Informs and executes the school admissions & marketing strategy
- Manages the admissions procedures ensuring all students are registered in accordance with Taaleem and regulatory policies.

### Key Relationships (Internal and External):

- Admissions Teams in Schools, Senior Leadership in schools and CO, Central Office Marketing and Admissions and other departments as required, school regulatory body and other external bodies or outside agencies as required.
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### Key Accountabilities:

#### Marketing and Sales

- Accountable for driving enrolments in order to meet or exceed targets as confirmed by Taaleem Central Office.
- Work closely with the CO Marketing department to execute the Sales, PR and Marketing strategy for the school aimed at prospective parents.
- Support external Marketing events, including Open Days and outside events aimed at driving enrolments, in accordance with the agreed calendar and strategy.
- Collate weekly admissions numbers for Head of Admissions
- Prepare a monthly report on competitor school activity related to fees, offers and events
- Preparing supporting documents for the corporate tie ups with companies in the UAE that HOA has agreed to promote the school to their employees and promoting the school through links with outside agencies e.g relocation agencies, universities, Nursery's
- Presenting a positive impression of the school in all interactions with staff, families, whether by telephone, face to face or in writing. Lead by example.
- Develop and review school tours, as required, which effectively sell the school, promoting the school's academic and non-academic achievements. Ensuring the Taaleem Customer Experience standards are followed.
- Benchmark the school's admissions procedures against leading competitors, and suggest and implement new and innovative ways to market the school to prospective parents.
- Collect and analyze data to measure the success of the Marketing & Admissions process including regular checking of leads across the schools.

- Standardize communication across all schools related to parent communication eg enquiries, offers, assessments.
- Organize the location agenda for monthly meetings and bi-annual training

### **Admissions Process**

- Provide Admissions support to the schools within the Taaleem group as and when required.
- Build strong relationships with admissions and academic staff across all schools in the group.
- Ensure all policies and communications documents are aligned and updated regularly.
- Regular competitor review and comparison.
- Review and improve the four pillars of admissions: enrolment, withdrawals, assessments, and tours.
- Deliver training and development of admissions staff to align with our Taaleem Customer Experience Journey.
- Reporting of data and enrolment numbers to the Group Head of Admissions as and when required along with updating any regular reporting documents.
- Updating guidelines for key events and admissions activities such as tours, open days, stay and play sessions, parent focus groups, relocation agent meetings, mall and nursery events.
- Assist the schools with the yearly re-registration process to ensure they are supported with the correct training materials and technological assistance.
- Prepare the admissions teams for the annual mystery shopper exercise by ensuring that the Taaleem Customer Experience values are being met.

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### **Person Specification:**

**Education:** Hold a relevant Bachelor's degree

**Experience:** 4-5 years' experience in Customer Service Sales ideally in a service provider industry. Experience of the Education sector preferred but not essential.

**Competencies:**

- Effective communicator at different levels, both orally and in writing
- Ability to form effective customer relationships and close sales
- Interpersonal skills, able to operate in a multi-cultural environment.
- Solid time management skills, the ability to multi-task and cope with peaks of demand.
- Computer literate, proficient in excel and able to navigate all social media platforms.
- Written and Spoken Arabic is desirable.

**Attributes:**

- Results driven
- Tenacity
- Closing ability
- Attentiveness, able to listen effectively and ask questions
- Resilient, able to work under pressure

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### **Acceptance and Approvals**

**Confirmed by Employee:**

Signed:

Date:

**Reviewed by Line Manager:**

Signed:

Date: