



## ADMISSIONS COORDINATOR

<b>Job Title :</b>	Admissions Coordinator
<b>Line Manager:</b>	CEO / Principal / Executive Board

### Purpose of Job

The Admissions Coordinator at Scholastic International School Myanmar (SISM) will lead student enrollment efforts with a data-driven and strategic approach, positioning SISM as a premier choice in the region. This role requires a forward-thinking admissions leader to support SISM’s ambitious growth targets, enhancing its reach and reputation across Yangon and beyond.

As SISM expands its impact, the Admissions Coordinator will be integral to developing enrollment strategies that not only fulfill the school’s current goals but also lay the groundwork for supporting both existing and emerging projects. This position is ideal for a proactive individual prepared to contribute to adaptable and scalable admissions initiatives that align with the broader vision of SISM’s future growth.

### Duties and Responsibilities

#### **Admissions Strategy & Enrollment Growth**

- ❖ Develop and execute a comprehensive enrollment strategy to achieve enrollment goals while supporting future growth initiatives.
- ❖ Lead a flexible, scalable admissions process that fosters engagement and drives conversions at every stage of the Parent Experience Journey (PEJ).
- ❖ Track and analyze admissions metrics to identify trends and adjust strategies, ensuring alignment with the needs of both the current school and emerging projects.

#### **Data & CRM Management**

- ❖ Utilize CRM and analytics tools to maintain accurate data and monitor admissions KPIs, supporting both present needs and potential scalability.
- ❖ Ensure data integrity and leverage predictive analytics to identify trends across current and new projects.
- ❖ Act as a CRM “super-user,” refining processes that can support admissions strategies for both SISM and other emerging initiatives.

#### **Outreach & Market Positioning**

- ❖ Establish strong relationships with relocation agencies, embassies, community leaders, and feeder schools to enhance SISM’s visibility and reach.
- ❖ Collaborate with Marketing to tailor campaigns that promote SISM’s brand across various market segments, supporting a broad-based growth vision that may extend to additional projects.
- ❖ Represent SISM at fairs and events, communicating SISM’s offerings with an eye toward expanding the admissions strategy for new and evolving initiatives.

#### **Parent Experience Journey (PEJ) & Customer Service Excellence**

- ❖ Design a best-in-class PEJ that supports parents through each stage of the admissions journey, ensuring a seamless and positive experience.



- ❖ Ensure timely and personalized communication at all touchpoints, creating a strong foundation for SISM's reputation across both current and potential new audiences.
- ❖ Guide the Admissions team in delivering a customer service experience that reflects SISM's values of inclusivity and excellence, adaptable to the needs of new and emerging projects.

#### **Team Leadership & Development**

- ❖ Lead and develop the Admissions team, fostering a culture of accountability and adaptability as the team supports SISM's growth vision.
- ❖ Set objectives, conduct performance reviews, and provide training to ensure high team performance, preparing for flexibility as admissions work may extend to new projects.
- ❖ Work closely with school leadership to promote a collaborative approach to admissions success across current and future initiatives.

#### **Cross-Functional Collaboration**

- ❖ Partner with senior leadership and Marketing to ensure a cohesive approach to recruitment and brand messaging, aligned with SISM's expansion goals.
- ❖ Collaborate with regional and central teams to leverage resources and maintain consistent messaging across current and emerging projects.
- ❖ Support cross-functional initiatives, contributing to scalable recruitment practices that align with SISM's long-term vision.

#### **Marketing & Events**

- ❖ Develop and oversee content strategy to engage prospective families via social media, newsletters, and other channels, adaptable for broader audiences.
- ❖ Plan and manage events aligned with admissions goals, ensuring they showcase SISM's offerings while supporting initiatives that target expanding markets.
- ❖ Analyze the ROI of marketing activities to optimize engagement for both current and future initiatives.

### **Requirements**

- ❖ Proven success in a sales-driven admissions role, with a track record of meeting enrollment goals.
- ❖ Strong knowledge of the Asian market, with experience in an international school setting preferred.
- ❖ Expertise in CRM systems and data analytics, with the ability to translate insights into strategic actions.
- ❖ Highly organized, analytical, and detail-oriented.
- ❖ Excellent communication skills in English, with a proven ability to engage effectively with diverse family backgrounds.
- ❖ Strong interpersonal skills, capable of building relationships with internal and external stakeholders.
- ❖ Demonstrated leadership skills that inspire and motivate a team to achieve ambitious goals.
- ❖ Results-oriented, with a focus on achieving enrollment growth in a competitive environment.
- ❖ Adaptable and resilient, able to manage multiple priorities and meet deadlines.
- ❖ Culturally sensitive, providing a personalized approach to each family's needs.

*\*Education is a dynamic field, and all staff members at SISM are encouraged to actively engage in school activities and maintain a flexible approach to their responsibilities. While we have outlined the primary duties and expectations for this role, not all specific tasks may be listed. The post holder is expected to cooperate with reasonable requests from their line manager to perform work at a similar level that may not be explicitly mentioned in this job description. This description may be updated following discussions between the supervisor and the staff member, reviewed annually during the appraisal process, and adjusted based on the school's evolving needs.*