

## **Job Description - Admissions and Communications Manager**

<b>Job Title</b>	: Admissions and Communications Manager
<b>Type</b>	: Permanent
<b>Department</b>	: Administration
<b>Category</b>	: Non Academic Administration
<b>Responsible for</b>	: Admissions and Campus Communication
<b>Responsible to</b>	: Principal
<b>Liaising with</b>	: ISP Marketing team & all Stakeholders

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### **Rationale**

The Admissions and Communications Manager is of central importance to Nibras International School and its onward success. The post holder has specific responsibility for the organization, administration and strategic development of all business relating to the promotion of the School at all levels through targeted business development initiatives and activities.

The post holder will be a true ambassador of the School, providing a professional and highly focused customer-service approach. As a representative of the School, the post holder will also work to develop links and partnerships with the parent community, businesses, and community contacts in order to support mutual development and growth whilst raising the profile and position of the School within the local community.

The post holder will be expected to build a close working relationship with other members of the Senior Leadership Team as well as teaching, administrative and other support staff in order to fully inform and involve the whole school community in the promotion of the School to the wider world.

Collaboration with colleagues within the ISP group in the Middle East and attendance at Group Admissions & Marketing Meetings will also be expected.

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### **Key Duties and Areas of Responsibility**

#### **Admissions:**

- Advise prospective students (& stakeholders) on our value proposition (profile, program, fee structure and all services provided) via telephone or in person and guiding them through the enrollment process.
- Provide support for collective students for meeting Nibras International School and KHDA admission criteria, ongoing follow up to collect and review all necessary documentation.
- Ongoing student follow-up to ensure timely admissions providing them state-of-the-art customer service
- Assessment of student, as per admissions policy (coherent to KHDA regulations), and assignment to class with support of selected stakeholders within Nibras International Schools
- Assessment, development and coherence of all policies and documentation related to the admission of students (Ex: admission, scholarship) with support of stakeholders within Nibras International School, ISP and KHDA and other relevant authorities
- Intra-department support

#### **Business Development:**

- To explore Sponsorship opportunities with local businesses.
- To develop personal links with nurseries, feeder schools, universities, education agents, key employers, local estate agents, relocation agents and developers to maximize pupil recruitment opportunities.

- To keep educational agents up to date with new developments at the School – improvements to facilities, addition of new courses, academic results.
- To maintain links with students as they leave the School (Alumni), keeping them involved in the life of the School to support future recruitment and promotion.
- To lead with the organization of Open Events for pupil recruitment purposes.
- To assist with and attend other School functions and events involving current parents and pupils.
- To attend any corporate events involving local businesses with which the School is associated.

#### **Communication:**

- To develop and conduct e- mail campaigns to current and prospective parents
- To write and submit regular press releases on school activities, event and pupil achievements.
- To ensure an annual review of every section of the website is carried out by each Head of Department prior to the start of the new academic year.
- To lead on the design and distribution of targeted leaflets for pupil recruitment.
- To lead on regular updating of news and accurate information on the school website, prospectus and other marketing collaterals
- To regularly post news on all School social media pages and to monitor any comments or feedback, reporting back to the Principal

#### **Reporting:**

- To complete regular KPI and tracking information with the Admissions team at all times and to provide reports to ISP as required
- To assist in parental surveys (electronically or by phone) to assess parent satisfaction, as required, recording outcomes and advising accordingly
- To support in producing termly reports on activity and expenditure in order to monitor effective use of funds.
- To produce reports on competitors including fees, pupil numbers and academic provision.

#### **Other**

- To co-ordinate all photography for use across all advertising and marketing media, ensuring permission of parents as appropriate.
- To ensure existing brand and corporate identity is used consistently throughout the School.
- To lead on implementation of any brand changes and logo designs in conjunction with the Head, and ISP.
- To liaise with local and national newspapers, magazines and appropriate specialist publications for advertising opportunities, including billboards and posters.

In addition to the specific duties listed above, the post holder will also be expected to undertake other such reasonable responsibilities and tasks that may from time to time to be assigned by the Head of School, or the Head of Admissions, Marketing & Communications, Middle East (ISP) and to uphold the core values of The International Schools Partnership.

#### **Required Skills and Knowledge**

- Bachelor or Masters in Marketing and Administration
- Bilingual – English and Arabic
- Experience in admissions, marketing and communications. Preferred experience in UAE schools.
- Able to present information in a concise and professional manner
- Well organized and able to prioritize tasks
- Ability to manage self and a team effectively
- To be able to initiate opportunities for self and others and to find solutions to ensure tasks are completed within specified timescales.
- Adaptable and self-motivated

- Articulate, communicative with an outgoing pleasant manner.
- Able to negotiate, persuade and motivate others.
- Willingness to undertake appropriate Professional Development

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. Employees will be expected to comply with any reasonable request from a manager to undertake work that is not specified in this job description

Employees are expected to be courteous to colleagues and provide a welcoming environment to visitors and telephone callers.

The school will endeavor to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

This job description is current at the date shown, but, in consultation with you, may be changed by the Principal to reflect or anticipate changes in the job commensurate with the grade and job title.

### **JOB DESCRIPTION ACKNOWLEDGEMENT**

I have reviewed this job description and I understand all my job duties and responsibilities. I can perform the functions as outlined.

I have discussed any questions I may have had about this job description prior to providing signed acknowledgement.

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**Name**

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**Signature**

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**Date**