

JOB DESCRIPTION

Job title: Admissions Officer

School: Respected EMASI/EMASI Plus school

Report to: Admissions & Communications Manager

Job overview: Admissions Officer fully meets and exceeds the student recruitment targets of the school and provides excellent quality, professional customer service to prospective and current parents of the school.

Responsibilities and Duties:

- Meet and exceed the school' student recruitment targets by effectively converting prospective parents' enquiries into enrollments;
- Proactively follow up on all enquiries to ensure prospective parents receive excellent customer service and proceed with their applications and enrollment;
- Provide well-tailored tours and advisory meetings to prospective parents, emphasize the school's strengths and persuasively convince them the school is the best choice for their child;
- Timely and professionally process all admissions related documentation, from student application to invoicing and confirmation letters;
- Inform all relevant teachers of any new enrolments, provide student profiles and key documentation to them prior to the student's arrival so that teachers are well prepared;
- Assist Line Manager with producing regular Admissions reports and with reviewing and updating the current and prospective parents' database;
- Assist Line Manager with reviewing student recruitment performance, and with developing and implementing effective student recruitment plans for the school;
- Administer admissions tests and to schedule admissions interviews as appropriate for the applicant's age group and background;
- Record, update and review all enquiries, tests, visits and applications, and receive and record any student withdrawal forms for the school's current students;
- Continuously monitor parent feedback and identify shifts in parent perceptions and preferences, report them to Line Manager on a regular basis;
- Regularly visit the school's key competitors and their websites to keep the team updated on any new competitor developments and to propose actions to counteract them;
- Actively participate in the annual review of Admissions policies and procedures, ensure that all admissions related policies and procedures of the school are competitive and effective;
- Provide excellent customer service to the school's students, parents and prospective families. This also includes tasks on accounting and finance matters.
- Identify potential new feeders and propose new partnerships to Line Manager;
- Record expenditure and to assist Line Manager with administrative duties;

- Support school events and whole-school activities as required and work very closely with the school's Marketing & Communications team;
- Other tasks as assigned by Line Manager.

Qualifications: BA Degree in Sales, Business Administration, Marketing, or Customer Service

Experience: At least 2-year sales and customer service experience in the education sector, or 5-year experience in high-end products or high-standard service.

- Competencies:**
- Strong and confident verbal and written communication skills in Vietnamese;
 - Basic English communications;
 - Good computer and application skill
 - Problem solving
 - Coordination and negotiation
 - Time management
 - Ability to work independently
 - Professional personal presentation
 - Database/information management
 - Long term commitment
 - Hardworking, detail-oriented, initiative, reliable, ability to work under high pressure

- Customer Service Orientation**
- The post holder is the face of the school/company and the only person a customer might come in contact with, whether in person or on the phone. Even when a customer is upset, it's important for the post holder to remain calm and polite and try her best to help the customer with what she needs.
 - To provide good customer service sometimes means going the extra mile. If the post holder knows someone else that might be able to help the customer or knows a way to solve the issue, taking the time to make extra calls or do extra research for the customer will go a long way in retaining that customer's business.

(*) **Note:** Flexible to work extra some evenings (after 7pm).

Job Holder's Signature: _____ Date: _____

Direct Manager's Signature: _____ Date: _____

HR Director's Signature: _____ Date: _____