

Admission Officer/ Counsellor

Branding the School Image and market with a view to gain quality admissions for the School

Key Competency Requirements

- § Should have excellent interpersonal skills and verbal & written expression
- § Should have better understanding of the market trend in education
- § Should have sound understanding of concepts in marketing, public relations and advertising
- § Good at team work and understanding the team dynamics
- § Should possess quick and quality implementation capabilities
- § Should have attention to details with high energy, initiative, drive and emotional intelligence

Specific Responsibilities

- § To establish relationships with parents and students to promote the School
- § To manage all inquiries through telephone, emails and personal interactions
- § To communicate admission policies and procedures to parents
- § To maintain and update the School website
- § To organize admissions that includes briefing potential parents with a view to facilitate admissions of their wards
- § To advise the parents on academic programmes, academic requirements, boarding facilities, other student services and concessions
- § To communicate with the parents of students already enrolled in the School on various matters
- § Attending to the grievances of parents
- § To Issue and register application forms
- § To generate statistics regarding student applications
- § To supervise registration and admission formalities of students based on the schools vision
- § To support in developing the informational packages for prospective students
- § To assist in representing the school to potential students & parents through on-campus & off-campus events
- § Should strategize marketing through Media, personal visits as required, press releases, preparations and issue of brochures and news letters
- § To conduct admission tests and interviews with students and parents
- § To issue final admission offers after collating the test and interview results
- § To generate statistics regarding student enrollment and arrange for payment of fees
- § To issue joining instructions to parents and conduct an orientation programme
- § To collaborate with other School departments to ensure smooth enrollment and settling-in of the students
- § Should update student database regularly to maintain accurate student information and inform other relevant departments about any new amendments or instructions
- § Should regularly review the admission criteria and procedures