

## Job Description: Admissions Officer

### 职位说明：招生官

#### Position goal 职位目标:

Under the leadership of Admissions and Community Relations Manager, Admissions Officer is responsible for following Admissions policy, protocols and procedures across ECC, ES & SS consistently, be clear of Admissions team and individual goals and work closely with Admissions and Community Relations Manager to plan and execute the goals. Admissions Officer is also responsible for providing accurate data and reports for budget projection and board meetings, conducting campus tours, arranging interviews and leading Admissions Officers team to produce Admissions SOPs and Handbook etc. Meanwhile, Admissions Officer needs to assist the Admissions and Community Relations Manager to complete related admissions projects.

在招生与社区关系经理的领导下，招生官负责始终如一地遵循幼儿园，小学部和中学部的招生政策，规范和流程，明确招生团队和个人目标，并与招生与社区关系经理密切合作，计划和执行目标。招生官还负责为预算项目提供准确的数据和报告。负责校园参观，安排面试，并带领招生官团队制作招生SOP和招生手册等。同时，招生官需要协助招生与社区关系经理完成相关招生项目。

**Report to:** Admissions and Community Relations Manager

**汇报对象:** 招生与社区关系经理

#### 主要职责/Major Responsibilities

##### Leadership

1. Demonstrate excellent time, project and people management skills.
2. Act as a good role model to junior staff in the team.
3. Inspire and empower team members to grow.

##### 领导力

1. 表现出出色的时间、项目和人员管理技能。
2. 为团队中的初级员工树立良好的榜样。
3. 激励并授权团队成员成长。

##### Enrollment Management

1. Consistently follow Admissions policy, protocols and procedures across ECC, ES & SS.
2. Be clear of Admissions team and individual goals and work closely with Admissions and Community Relations Senior Manager to plan and execute the goals.
3. Handle parents' inquiries warmly, timely and professionally.
4. Demonstrate warm and personalized communication when speaking and writing to families.

5. Proactively track admissions progress to provide feedback to the team and balance application numbers in each grade.
6. Manage campus tours, interviews and assessments with high quality and create a positive experience for families.
7. Provide constant feedback to Admissions and Community Relations Senior Manager and AO team on where we need to improve based on parents' feedback.
8. Provide constant feedback to Admissions and Community Relations Senior Manager on market reaction to school strategy where needs to be enhanced from the fluctuation of application numbers.
9. Assist marketing activities such as open days, info sessions to prospective families/interested organizations on and off campus with planning, arrangements, invitations, coordination on the day.
10. Manage parents' expectations and track the success during and after events.

#### 招生管理

1. 始终遵守幼儿园、小学和中学的招生政策、协议和程序。
2. 明确招生团队和个人目标，并与招生和社区关系高级经理密切合作，规划和执行目标。
3. 热情、及时、专业地处理家长的询问。
4. 在与家人交谈和写信时表现出热情和个性化的沟通。
5. 主动跟踪招生进度，向团队提供反馈并平衡每个年级的申请数量。
6. 高质量管理校园参观、面试和评估，为家庭创造积极的体验。
7. 根据家长的反馈，不断向招生和社区关系高级经理和招生官团队提供需要改进的反馈。
8. 向招生和社区关系高级经理提供关于学校策略的市场反应的持续反馈，需要根据申请数量的波动来加强。
9. 协助营销活动，例如开放日、向校园内外的潜在家庭/感兴趣的组织举办信息发布会，并在当天进行规划、安排、邀请和协调。
10. 管理家长的期望并跟踪活动期间和活动后的成功情况。

#### Reenrollment Management

1. Work with Senior Admissions Officer to develop reenrollment plan for each division (ECC, ES, SS).
2. Work with academic departments together to smooth out the withdrawal procedure and help them to manage/reduce withdrawal rate.
3. Work with Finance and IT to align reenrollment data.

#### 再入学管理

1. 与招生和社区关系高级经理合作制定每个部门（幼儿园、小学、中学）的再入学计划。
2. 与学术部门共同协调退出程序并帮助他们管理/降低退出率。
3. 与财务和 IT 部门合作调整重新注册数据。

#### Retention

1. Actively build community relationship with all stakeholders including PTA members, parents at PAL workshop, teachers, students and alumni.

2. Engage meaningful conversations with parents, students and teachers by regular meetings, trainings or workshops to get to know each other better.
3. Provide helpful feedback from community to Academic and Admin staff to help improve school operations.
4. Provide data and support to Alumni team and help with community relations.
5. Work closely with Admissions and Community Relations Senior Manager and follow international admissions trend from various resources such as EMA, OpenApply.

#### 保留

1. 积极与所有利益相关者建立社区关系，包括 PTA 会员、PAL 工作坊家长、教师、学生和校友。
2. 通过定期会议、培训或研讨会与家长、学生和教师进行有意义的对话，以更好地了解彼此。
3. 向学术和行政人员提供社区的有用反馈，以帮助改善学校运营。
4. 为校友团队提供数据和支持，并帮助处理社区关系。
5. 与招生和社区关系高级经理密切合作，通过EMA、OpenApply等各种资源跟踪国际招生趋势。

#### Team Collaboration

1. Be reflective, think critically and creatively, and demonstrate initiative to help the team improve and develop.
2. Continue to strengthen working relationships with Academic and Admin teams.
3. Participate in various events such as Open Houses, JingKids Fair, New Parent Breakfast, Spring in the City, Alumni Reunions etc.
4. Share important data with related departments in a timely manner, i.e. Marketing, Finance, IT, PM etc.
5. Be a mentor for junior members along with Senior Admissions Officer's support and lead them to complete Admissions assignments where necessary.
6. Work on other projects designated by Admissions and Community Relations Senior Manager.

#### 团队协作

1. 善于反思，批判性和创造性地思考，并表现出主动性，帮助团队改进和发展。
2. 继续加强与学术和管理团队的工作关系。
3. 参加各种活动，如开放日、Jingkids展会、新生家长早餐、春节游园会、校友聚会等。
4. 及时与市场、财务、IT、PM等相关部门共享重要数据。
5. 在招生和社区关系高级经理的支持下，成为初级会员的导师，并在必要时引导他们完成招生作业。
6. 完成招生和社区关系高级经理指定的其他项目。

#### Qualifications

1. Bachelor's degree or higher, majoring in public relations, marketing or English is preferred.
2. 5 years' experience in admissions, public relations, marketing and/or Alumni Relations is preferred.
3. Excellent communication skill both in Chinese and English.
4. Strong writing, planning and organizational skills. Ability to organize and complete multiple tasks simultaneously with close attention to detail.
5. Knowledge of marketing, public relations and event planning, methods and techniques.

6. Understanding of and passion for education.
7. Excellent interpersonal skills, together with the ability to work collaboratively and courteously with colleagues throughout the institution, alumni, other constituents, and the general public.
8. Computer literacy, skilled in office software, like word, excel, PPT, strong Internet skills, including research, use of social media, and basic website management.
9. Strong leadership skills with the ability to be persuasive and influential.
10. Flexibility and initiative, as well as the ability to work independently, combined with the skills for thriving in a team environment to achieve institutional goals.

### 任职资格

1. 本科及以上学历，公共关系、市场营销、英语专业优先。
2. 具有 5年以上招生、公共关系、营销和/或校友关系经验者优先。
3. 优秀的中英文沟通能力。
4. 较强的写作、策划和组织能力。能够同时组织和完成多项任务并密切关注细节。
5. 了解市场营销、公共关系和活动策划、方法和技巧。
6. 对教育有深刻理解和热情。
7. 优秀的人际交往能力，以及与整个机构的同事、校友、其他成员和公众礼貌地协作工作的能力。
8. 具备计算机基础知识，熟练使用word、excel、PPT等办公软件，较强的互联网技能，包括研究、社交媒体的使用和基本的网站管理。
9. 较强的领导能力，具有说服力和影响力。
10. 灵活性和主动性，以及独立工作的能力，结合在团队环境中蓬勃发展以实现机构目标的技能。

*NOTE: The above job description reflects the general requirements necessary to describe principal functions or responsibilities of the job identified and shall not be interpreted as a detailed description of the work requirements that may be inherent in the job, either at present or in the future.*

备注：上述岗位职责反映了该岗位的主要功能或职责的总体要求，并不能被视为对该岗位要求的详细描述。