



**BRIGHTON COLLEGE**  
**SINGAPORE**

**Job Description Form**

**When to use this form:** A Job Description is a summary of a job analysis and is used to assist managers determine an existing or prospective role. Seek HR advice if assistance is required. This form is to be completed by managers who are undertaking:

- Recruitment
- Role and responsibility review of existing jobs
- Performance Management and Assessment of employees
- Training review and assessment
- Compensation & benefits review

Answers should be concise and to the point and it should describe the job as it is now and for the foreseeable future.

**Where to send this form:** Form can be emailed or sent to the HR Department.

**Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.**

Position Title	Admissions Manager	Reference: 2019/October
Function/Department	Marketing and Admissions	Location: Singapore
Manager Title	Head of Marketing and Admissions	
Position Type	Permanent	
Position Status	Full Time	

**Position Objective**

- The core purpose of the role of the Admissions Manager at Brighton College (Singapore) is to be a brand ambassador who understands the school's value proposition, appreciates individual parent and student needs in order to effectively sell the school to prospective parents and to support their transition into the school community.
- The Admissions Manager should develop a deep understanding of individual parent and student needs and appropriately tailor their approach to each situation, to provide a highly personalised experience (pre, during and post visit) that reflects the school's brand, and in doing so drives a high rate of conversions for new enrolments.

**Responsibilities**

- Deliver a personalised experience (visit or otherwise) to each prospective parent and student by effectively and persuasively articulating the Brighton College (Singapore) USPs
- Develop personal rapport with prospective parents and students by gathering as much information on specific needs, background and profile of each parent and student based on the information provided to tailor each visit
- Conduct 1:1 and group tours of the school and answer parent and student queries during post tour consultations and assist families with the application process through to enrolment status.

- Manage end to end pipeline process, from enquiry to application, to support parents at all points of the customer journey, and to ensure all necessary compliance has been completed prior to joining the school
- Perform initial application screening and support the Senior Academic Leadership team in the assessment of all students
- Assist in the production of daily / weekly enquiry / admissions status and pipeline performance reports
- Act as brand ambassador and present the school to prospective parents and students at recruitment events, open days and information sessions locally and in overseas markets
- Attend and promote the school at internal and external events with prospective new parents throughout the year (Open House, Networking, Expat Fairs, etc)
- Other duties as directed by the Head of Marketing and Admissions / Head Master

### Position Requirements

- Excellent verbal and written communication, presentation and persuasion skills in a 1:1 and group setting
- Result oriented and driven by successful outcomes
- Experience in dealing with clients in a multi-cultural setting
- Experience and high level of comfort working with CRM systems and online platforms
- Outstanding time management and organisation skills
- High levels of accuracy and attention to detail
- Must have native English language, both spoken and written, proficiency in a second Asian language (especially Mandarin) would be an asset.
- Outstanding time management and organisation skills

### Qualifications

- A minimum of five years direct sales experience in a highly personalised B2C environment ideally, though not necessarily, in education or related businesses
- Degree level qualification preferred

### Contacts

- Head of Marketing and Admissions
- Head Master and Academic Leadership Team
- Reception and Admissions support staff

### Working Conditions

- Ability to deliver numerous daily walking tours
- Meetings as required
- Country role
- Individual contributor working as part of a small team
- Fast paced, 'start-up' work environment

- Prepared to work additional hours to meet demands of the job
- Requirement to attend selected events outside of business hours

### Terms of Employment

- Working Hours: 8:00 am – 5:00 pm, Monday to Friday
- Performance bonus
- Annual Leave: 21 working days per annum
- Medical Benefits: Group medical insurance
- Sick Leave/Hospitalisation Leave: 14 days sick leave and 60 days hospitalisation leave
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background check: Required

### Terms of Employment

It is the job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Child Protection Officer/Designated Safeguarding Lead or to the Head or indeed to the Regional CEO so that a referral can be made accordingly to the relevant third party services.