



**Stamford American**  
INTERNATIONAL SCHOOL  
**JOB DESCRIPTION**

**Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all employees, 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: JUL2024SG     |
| Function/Department  | Admissions and Marketing           | Location: SAIS Woodleigh |
| Manager Name & Title | Director of Marketing & Admissions |                          |
| Position Type        | Permanent                          |                          |
| Position Status      | Full Time                          |                          |

**Position Objective**

- To act as a brand ambassador who understands the school's value proposition and appreciates individual parents and students needs to effectively promote the school to prospective families.
- To develop a deep understanding of individual parent and student needs and appropriately tailor the approach to each situation to provide a personalized experience.
- To qualify and convert inquiries into applications and enrolments
- To support students and families coming through various sources in their queries and applications
- To actively support all student recruitment initiatives and related events

**Responsibilities**

**The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom they are responsible, or with whom they come into contact will be to adhered 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, they must report any concerns to the School's Designated Safeguarding Lead or to the Head or indeed to the Cognita Regional Safeguarding Manager so that a referral can be made accordingly to the relevant third party services.**

**Main Responsibilities**

- Develop personal rapport with prospective parents and students
- Conduct pre-visit surveys to gather as much information on specific needs, background and profile of each parent and student to prepare and tailor the approach for each
- Deliver personalized visit experience to each prospective parent and student
- Conduct 1:1 and group tours of the school and answer parent and student queries during post tour consultations
- Provide post tour follow up with each individual family continuing to foster a personal relationship
- 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
- Build relationships with key partners, affiliates and influencers in the communities locally
- Support student recruitment agents with countries assigned
- Possess business development experience will be an added advantage
- Assist families thru application process thru to enrolment
- Any other requirements deemed necessary by Director of Marketing and Admissions and Senior



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**Admissions Manager**

- Direct sales experience in a highly personalized B2C environment ideally though not necessarily in education or related businesses, however experience in related industry will be an advantage
- Achieve target assigned in accordance to the school's focus
- Excellent verbal communication, presentation and persuasion skills in a 1:1 and group setting
- Results oriented and driven by successful outcomes
- Experience in dealing with clients in a multicultural setting
- Experience with CRM systems
- Strong relationship management skills
- Excellent written and verbal communication skills in English. Proficiency in a second Asian language (esp. Mandarin) would be highly desirable
- Demonstrates the Stamford Values – Integrity, Courage, Ingenuity and Compassion

**Qualifications**

- Degree level qualification in related field
- At least 3 years of sales or customer service experience in an B2C environment

**Contacts**

- Director of Marketing and Admissions
- Admissions team, Marketing and Enrolment Team
- Teaching staff and students
- External agencies & vendors

**Working Conditions**

- Extended working hours to complete some projects may be required
- Occasional evening and weekend work

**Terms of Employment**

- Working Hours : 8:00 am – 5:00 pm, Monday to Friday
- Annual Leave: 21 working days
- Medical Benefits Medical insurance provided where applicable
- Sick Leave/Hosp: 14 days sick leave and 60 days hospitalization leave (including sick leave)
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background Check: Required

**Stamford American International School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Pre-employment background checks are mandatory and appointments are strictly subject to confirmation that all reference and background checks are completed to the satisfaction of Cognita, Stamford's parent organization.**

**We are an equal opportunity employer and disallow discrimination of age, ethnic origin, nationality, gender, religion, sexual orientation, family status, pregnancy, marital status, medical or mental health history, physical characteristics or disability. We welcome applications from all qualified candidates.**

**Please note that only shortlisted candidates will be notified.**