

## Head of Admissions & Family Experience - Sunmarke School

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Head of Admissions & Family Experience - Sunmarke School  
The Head of Admissions and Family Experience holds a key position in ensuring a positive and seamless experience for families seeking admission to the school. This is a primarily an inhouse sales job with a focus on selling, by directly marketing the schools to prospective parents looking to enrol their children. The role would also involve managing the end-to-end admissions process, fostering positive relationships with prospective families, and enhancing the overall experience of existing students and their parents. The Head of Admissions and Family Experience is instrumental in creating a welcoming and inclusive environment for families, contributing to the school's growth and reputation. This role requires a dynamic individual who is dedicated to delivering exceptional service and building lasting connections within the school community.

**Key Responsibilities:**

- Sales & Admissions Process Management:** Oversee the entire admissions process, from initial inquiry to enrollment, ensuring efficiency and transparency. Manage and leave the admissions team and review applications, conduct interviews, and make informed admission decisions. Drive lead generation and all external queries from prospective families via various marketing channels and ensure all enquiries are dealt with professionally, effectively, and efficiently. Fluent in managing and training a sales team, setting sales targets, and using technology like CRM and marketing automation software. Follow up with all families who have enquired about the school through the website, calls, walk-ins and referrals.
- Management and Support:** Manage and drive the student registration and admissions through effective sales and by providing the admissions team effective support. Oversee the feedback and complaints management process and review it regularly.

Provide solutions to ensure closures. Manage the student withdrawal process & documentation related to it. Understand the reasons and devise retention strategies.

**Family Engagement and Relationship Building:** Serve as the primary point of contact for prospective families, providing information and support throughout the admission journey. Foster positive relationships with current families, addressing inquiries, and proactively seeking feedback to enhance the overall family experience.

**Event Planning and Outreach:** Plan and coordinate admission events, open houses, and school tours to showcase the institution and attract prospective families. Represent the school at community events, fairs, and outreach programs to promote admissions and engage with the local community.

**Collaboration with School Departments:** Work closely with academic and administrative departments to ensure a cohesive approach to admissions and family experience. Collaborate with the marketing team to develop materials that effectively communicate the school's values, programs, and unique offerings.

**Orientation and Onboarding:** Develop and implement orientation programs for new families, facilitating their integration into the school community. Collaborate with relevant departments to ensure a smooth onboarding process for both students and parents.

**Data Management and Reporting:** Utilize data management systems to track admissions metrics, enrollment trends, and family feedback. Generate regular reports for senior management on admission statistics, family satisfaction, and areas for improvement. Conduct regular reviews of the admissions and family experience processes, identifying areas for enhancement. Implement strategies to improve overall satisfaction and engagement, contributing to the school's positive reputation. Lead customer experience management and digital transformation initiatives.

**Team Leadership and Training:** Lead and motivate the admissions team, providing guidance and training as needed. Foster a positive and collaborative work environment to ensure the team's success in meeting admission goals. Manage the admissions & customer care team by providing leadership, support and ensuring procedures are efficient and effective.

**Requirements/Qualifications:** Bachelor's degree in a related field; Master's degree preferred. Minimum 8+ years of experience in sales & customer service in a hospitality or retail industry. Candidate must have a drive for Sales and strong customer service skills. Familiarity with CRM. Candidate must be a go-getter with an upbeat personality; and experience working in a fast-paced environment with the ability to work under pressure. Excellent written and oral communication skills. Proficient in MS Office and CRM Software. Strong organisational and administrative skills. Team player with leadership skills. Proven experience in school admissions and family engagement. Strong

interpersonal and communication skills.Event planning and outreach experience.Familiarity with data management systems.Knowledge of educational marketing strategies.Ability to work collaboratively with diverse stakeholders.Customer-centric mindset with a passion for creating positive family experiences.Multi – lingual is an advantage.Interested candidates can apply on our website <http://fortes.co/Careers>How to ApplyInterested candidates can apply on our website <http://fortes.co/Careers>

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