

## Job Description

Job Title:	Admissions and Enrolment Manager
Division:	Communications and Advancement
Direct Supervisor:	Community Relation & Marketing Director

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### Position Overview

Reporting to the Community Relation & Marketing Director and in collaboration with the Head of School, Principals, and the Finance Director, the Admissions and Enrolment Manager will drive the management of admissions and enrolment at Hong Kong Academy and will support and extend community feel.

### Qualifications and Experience

The Admissions and Enrolment Manager should have:

- A strong commitment to the mission and values of the school and an excellent ability to articulate this
- A sophisticated understanding of deliberate diversity in an educational setting and the role of admissions in ensuring that goals of diversity, balance, inclusion and rigour are met
- The skills and experience to make admissions decision individually and with the admissions committee
- Experience in educational environments
- Exceptional customer service skill and be adept in high-level networking and building creative and mutually-beneficial relationships
- A strong understanding of data privacy and confidentiality
- Strong English writing and communication skills, Cantonese and Mandarin are desirable
- The ability to multi-task, work effectively in a team and deal with conflicting priorities
- The ability to develop robust processes and procedures
- Strong I.T. skills

### General Responsibilities

The Admissions and Enrolment Manager will be responsible for:

- Corresponding with and meeting with prospective families
- Filtering and presenting applications for the Admissions Committee
- Driving, tracking and reporting against admissions and enrolment targets
- Overseeing the orientation of new families, the community welcome and farewell in ways that communicate appreciation for their time at the school and encourage ongoing connectivity to HKA

- Oversee student retention process, including exit interviews, leaver survey, follow-ups and reporting
- Support in coordination and participation of school events and initiatives including Open Days, Recruitment Fairs, New Student Orientation Day
- Supervise admissions co-ordinators and oversee admissions and enrolment workflows such as:
  - management and tracking of enrolment, re-enrolment and withdrawals data
  - school tours and virtual consultations, lead as needed
  - scheduling and/or carrying out of assessments
  - review and provide assessment feedback for new applicants
  - schedule and/or conduct observation visits for Learner Support applicants
  - finalising applications and preparing formal offers
  - onboarding new families and supporting leaving families
- Playing an active role in business development and marketing activities to drive enrolment and ensure that HKA recruits mission aligned students
- Supporting and contributing to IA and school-wide strategic priorities
- Other duties as assigned by Community Relation & Marketing Director

### **Work Hours**

7:45 am - 4:00 pm Monday to Friday with a 45 minute lunch break. Flexibility for weekend and evening work may be required.

Contact: [recruitment@hkacademy.edu.hk](mailto:recruitment@hkacademy.edu.hk)

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