



Role Profile			
Role	Group Marketing and Admissions Officer	Department	Marketing and Admissions
Reporting Lines	No Direct Reports	Reporting To	Kate Jones – Head of Marketing and Admissions

Role Purpose

Working as part of the Marketing and Admissions Central Team, the Group Marketing and Admissions Officer will work collaboratively with the Group Head of Marketing and Admissions Operations and the Group Director of Marketing and Admissions, as well as our school-based teams to support the delivery of our objectives. The purpose of the role includes but is not limited to, the following key areas:

- **CRM** – you are the global champion for all matters relating to the CRM system (Microsoft Dynamics).
- **Customer Experience** – you actively support the implementation, roll-out and final analysis of the cycle of various customer experience projects
- **Marketing** - you may not have a marketing background, but you embrace being involved in marketing projects, including offline and online activity. Training will be provided if needed.
- **Day-to-day team operations** – you provide best-in-class first-line administrative support to school-based teams and ensure all aspects of team operations run efficiently.

Key Accountabilities

1. CRM

The CRM system is the core enabler for effectively delivering our marketing strategy, admissions processes and best-in-class customer journey.

- You are the first point of contact for school-based teams for all CRM queries. Implement and manage a central CRM query log through to resolution. Engage with the IT team when required to support resolutions.
- Support our Marketing and Admissions colleagues across our network of international schools to fully optimise their use of the CRM system to enable effective customer engagement and student recruitment.
- Set high standards of best practice in the effective use of the CRM system for our schools, working with colleagues in the IT Department to identify development needs where appropriate
- Provide technical training, coaching, support and trouble-shooting to school-based teams for CRM and marketing automation, to ensure best practice and SOP are adopted
- Take responsibility for data integrity and accuracy and work with school-based teams to identify areas of improvement in data management
- Support the implementation of data-driven approaches and marketing automation to improve efficiencies at school level
- Ensure Power BI, dashboards and CRM reporting are accurate, effective and timely
- Measure key aspects of the admissions funnel (conversion rates by stage, lost sales, response rates, etc) consistently across each school to ensure data is accurately captured the system is delivering the required information
- Interpret and evaluate data to identify opportunities for improvement and development for recruitment and retention.
- Ensure the data is regularly cleansed and maintained to maximise the accuracy of reporting

2. Customer Experience

- Implement and manage the cycle of customer experience research projects and mystery shopping projects.
- Support the Director of M&A and Head of M&A Operations design customer experience research.
- Analyse feedback to identify key opportunities for celebrating great experiences and areas of pain points for improvement
- Working closely with the Group Director of Marketing and Admissions and Head of Operations in presenting the research findings and providing recommendations for improvements in customer experience.

3. Marketing

- Supporting the Head of Marketing and Admissions Operations with marketing projects, where required.
- Work may include the breadth of digital marketing including e-mail campaigns, website updates and social media campaigns as well as offline marketing.



4. Day-to-day team operations

- Working as part of a small and busy central team, you are the first point of contact for school-based teams for all requests and queries relating to marketing and admissions. You will take pride in resolving requests and queries and asking for support or guidance where needed.
- You will be willing and able to collaborate on all aspects of team operations, providing administrative and project support to help get the work done.
- You are comfortable liaising with our school-based teams on all aspects of marketing and admissions
- You respond to queries and emails from the wider teams promptly
- You are happy to take meeting notes to ensure details of key outputs and actions are captured

Person Specification

Skills, Knowledge, and Experience

- A strong understanding and practical experience in using CRM systems in a marketing/sales environment.
- Minimum of 3 years experience of working in a similar role
- Experience in delivering presentations or training sessions to small groups of people
- Familiarity with all Microsoft packages.
- Competent data and analytical skills, with the ability to identify errors in data integrity.
- Previous experience in presentation skills, delivering training or workshops
- Able to demonstrate commercial understanding
- Desire to develop skills in marketing, training will be provided where required
- Experience in managing relationships at multiple levels, including developing data and reports for senior colleagues
- Ability to work and manage conflicting priorities and challenges.
- Given the International nature of our school's portfolio, the ability to speak fluent Spanish would be a distinct advantage.

Behavioural Competencies

- Analytical and creative.
- Solution-focused with a can-do attitude.
- Enthusiastic, flexible, and able to respond to change.
- Willingness to learn, but equally willing to offer ideas
- Pays attention to the small details
- You are a great listener, you listen first to understand before taking action.
- Passionate about working as part of a small dynamic team, where no two days are the same
- Able to work independently and flexibly - comfortable to manage any other duties as may be reasonably required
- Agile in your work ethic and comfortable getting stuck in with what needs to be done
- Able to work in a collaborative team, supporting internal colleagues and communicating effectively with all.
- Strong written and verbal communication skills. Outgoing and enjoys communicating with colleagues in different countries and time zones, where English may not be the first language
- Maintains excellent internal customer service standards and strives for best practice.
- Committed to promoting and ensuring compliance with the Group's policies, vision and values, best practice, codes of conduct, and equality and diversity policies.
- Takes accountability for own training / professional development as necessary.
- Flexible for occasional international travel as required across the Group.