

## Job Description: Admissions and Community Relations Manager

### 职位说明：招生与社区关系经理

#### Position goal 职位目标:

Under the leadership of Director of Admissions & Engagement, this position is responsible for all BCIS admissions work, developing annual enrollment projections and rolling forecasts for BCIS, and leading the BCIS admissions team to achieve enrollment goals.

- Build a strong admissions team through coaching and mentoring, delivering exceptional service to prospective families and existing community members.
- Collaborate with Engagement Team, and lead Community Relations initiatives with existing parents to strengthen parent engagement, develop parent ambassadors and increase enrollment and reenrollment.
- Collaborate with Academic and Admin departments to ensure healthy enrollment and smooth transitions.
- Maintain a comprehensive and up to date database of all past, present and interested families.

在招生及市场融合部总监的领导下，该职位负责 BCIS 的所有招生工作，制定 BCIS 的年度招生预测和滚动预测，并领导 BCIS 招生团队实现招生目标。

- 通过辅导和指导建立一支强大的招生团队，为未来的家庭和现有社区成员提供卓越的服务。
- 与参与团队合作，领导与现有家长的社区关系活动，以加强家长参与、培养家长大使并提高入学率和再入学率。
- 与学术和行政部门合作，确保健康入学和顺利过渡。
- 维护所有过去、现在和感兴趣的家庭的全面且最新的数据库。

**Report to:** Director of Admissions & Engagement

**汇报对象:** 招生及市场融合部总监

#### 主要职责/Major Responsibilities

##### Leadership

1. Work closely with Director of Admissions & Engagement to develop clear vision and strategic and annual plans for the Admissions & Community Relations team.
2. Make deliberate efforts to build a cohesive and collaborative Admissions & Community Relations team by setting clear expectations for each team member and providing consistent direction and support.
3. Lead Admissions team to achieve enrollment goals with a service-mindset, and provide positive community relations feedback to community members.
4. Lead Community Relations initiatives with existing parents to strengthen parent engagement and develop parent ambassadors.
5. Manage Admissions & Community Relations Budget.

## 领导力

1. 与招生及市场融合部总监密切合作，为招生与社区关系团队制定清晰的愿景以及战略和年度计划。
2. 通过为每个团队成员设定明确的期望并提供一致的指导和支持，刻意努力建立一个有凝聚力和协作性的招生与社区关系团队。
3. 以服务心态带领招生团队实现招生目标，并向社区成员提供积极的社区关系反馈。
4. 领导与现有家长的社区关系活动，以加强家长参与并培养家长大使。
5. 管理招生与社区关系预算。

## Enrollment Management

1. Work with Director of Admissions & Engagement to develop annual goals, enrollment projections and rolling forecasts.
2. Administration of whole admission process, including efficient management of enquiry process, and fulfilment of prospectus requests, ensuring all enquiries are dealt with promptly.
3. Consistently follow Admissions policy, protocols and procedures, handling parents' inquiries warmly, timely and professionally.
4. Demonstrate warm and personalized communication when speaking and writing to families.
5. Maintain accurate admissions data, providing detail analysis and producing regular reports.
6. Manage campus tours, interviews and assessments with high quality and create a positive experience for families.
7. Oversee the arrival, welcome and transition of new parents and students, including providing new parents with all the information (handbooks, uniform list, fee information etc.) that they require prior to their child joining the kindergarten.
8. Review and refine admissions policies and procedures as required.

## 招生管理

1. 与招生及市场融合部总监合作制定年度目标、招生预测和滚动预测。
2. 整个招生流程的管理，包括有效管理询价流程以及满足招股说明书的要求，确保所有询价得到及时处理。
3. 始终遵守招生政策、规定和程序，热情、及时、专业地处理家长的询问。
4. 在与家人交谈和写信时表现出热情和个性化的沟通。
5. 维护准确的招生数据，提供详细分析并定期生成报告。
6. 高质量管理校园参观、面试和评估，为家庭创造积极的体验。
7. 监督新家长和学生的到来、欢迎和过渡，包括在孩子入园之前向新家长提供他们所需的所有信息（手册、制服清单、费用信息等）。
8. 根据需要审查和完善招生政策和程序。

## Reenrollment Management

1. Responsible for developing reenrollment plans and implementing reenrollment procedures.
2. Work with academic departments to improve retention and refine current withdrawal procedure.
3. Work with Finance and IT to align reenrollment data.

### **再入学管理**

1. 负责制定再入学计划并实施再入学程序。
2. 与学术部门合作，提高保留率并完善当前的退出程序。
3. 与财务和 IT 部门合作调整再入学数据。

### **Community Relationship (Internal and External)**

1. Actively build community relationships with all stakeholders (including academic and admin leaders and staff, PTA members, parents, students and alumni) within and across the various YCE member institutes.
2. Build relationships with embassies and Chambers of Commerce, attending selected events to represent YCE member institutes.
3. Lead Community Relations initiatives with existing parents to strengthen parent engagement (eg PTA, PAL workshops, develop parent ambassadors, etc.)
4. Monitor community sentiment and provide feedback to member institutes to help improve retention.
5. Collaborate with academic leadership, Director of Admissions & Engagement, Senior Marketing & Communications Manager to deliver highly engaging community and public events.
6. Empower and support Alumni Relations Team to build relationships with and between a wide range of BCIS alumni through a variety of events, projects and communications.

### **社区关系（内部和外部）**

1. 积极与各个乐成教育成员机构内部和之间的所有利益相关者（包括学术和行政领导和工作人员、PTA 成员、家长、学生和校友）建立社区关系。
2. 与大使馆和商会建立关系，代表乐成教育成员机构参加选定的活动。
3. 领导与现有家长的社区关系活动，以加强家长参与（例如 PTA、PAL 研讨会、培养家长大使等）。
4. 监控社区情绪并向成员机构提供反馈，以帮助提高保留率。
5. 与学术领导、招生和参与总监、高级营销和传播经理合作，举办高度参与的社区和公共活动。
6. 授权和支持校友关系团队通过各种活动、项目和沟通与广泛的 BCIS 校友建立关系。

### **Team Collaboration**

1. Be reflective, think critically and creatively, and demonstrate initiative to help the team improve and develop.
2. Work with Director of Admissions & Engagement and Senior Marketing & Communications Manager to develop a strong, connected YCE Admissions & Engagement Department with shared goals, understandings and responsibilities.
3. Continue to strengthen working relationships with Academic and Admin teams.
4. Work collaboratively to organize and participate in various community events such as Open Houses, JingKids Fair, New Parent Breakfast, Spring in the City, Alumni Reunions etc.
5. Share important data with related departments in a timely manner, i.e. Marketing, Finance, IT, PM etc.
6. Work on other projects designated by Director of Admissions & Engagement.

### **团队协作**

1. 善于反思，批判性和创造性地思考，并表现出主动性，帮助团队改进和发展。

2. 与招生及市场融合部总监以及高级市场与沟通经理合作，建立一个强大、互联的乐成教育招生及市场融合部门，并具有共同的目标、理解和责任。
3. 继续加强与学术和管理团队的工作关系。
4. 协同组织和参与各种社区活动，如开放日、Jingkids博览会、新生家长早餐、春季游园会、校友聚会等。
5. 及时与市场、财务、IT、PM等相关部门共享重要数据。
6. 完成招生及市场融合部总监指定的其他项目。

### 任职资格/Qualifications

1. Bachelor's degree or higher, majoring in public relations, marketing or English is preferred.
  2. Over 8 years' experience in admissions, public relations, marketing and/or alumni relations is preferred.
  3. Excellent communication skill both in Chinese and English.
  4. Strong writing, planning and organizational skills. Ability to organize and complete multiple tasks simultaneously with close attention to detail.
  5. Knowledge of admissions, marketing, public relations and event planning, methods and techniques.
  6. Understanding of and passion for education.
  7. Excellent interpersonal skills, together with the ability to work collaboratively and courteously with colleagues throughout the institution, alumni, other constituents, and the general public
  8. Computer literacy, skilled in office software, like word, excel, PPT, strong Internet skills
  9. Strong leadership skills, service-oriented with the ability to be persuasive and influential
  10. Flexibility and initiative, as well as the ability to work independently, combined with the skills for thriving in a team environment to achieve institutional goals
1. 本科及以上学历，公共关系、市场营销、英语专业优先。
  2. 8年以上招生、公共关系、营销和/或校友关系经验者优先。
  3. 优秀的中英文沟通能力。
  4. 较强的写作、策划和组织能力。能够同时组织和完成多项任务并密切关注细节。
  5. 了解招生、营销、公共关系和活动策划、方法和技巧。
  6. 对教育的理解和热情。
  7. 优秀的人际交往能力，以及与整个机构的同事、校友、其他成员和公众礼貌地协作工作的能力。
  8. 具备计算机知识，熟练使用办公软件，喜欢word、excel、PPT，有较强的网络能力。
  9. 较强的领导能力，服务至上，具有说服力和影响力。
  10. 灵活性和主动性，以及独立工作的能力，结合在团队环境中蓬勃发展以实现机构目标的技能。

### Application Process 申请流程

Candidates are requested to apply to [jobs@bcis.cn](mailto:jobs@bcis.cn) and to send the following in a single PDF document. The Search Committee will conduct initial interviews as applications are received. Shortlisted candidates will be interviewed in person or online. The search committee reserves the right to close the selection process at any time if the right candidate is found.

- Cover letter
- Resume

- Up to date contact information of four references

应聘者请发送邮件至 [jobs@bcis.cn](mailto:jobs@bcis.cn) 并以 PDF 格式发送以下内容。我们将在收到申请后进行初步面试。入围候选人将接受现场或在线面试。如果找到合适的候选人，我们会保留随时结束筛选过程的权利。

- 求职信
- 简历
- 四位推荐人的联系信息

*NOTE: The above job description reflects the general requirements necessary to describe principal functions or responsibilities of the job identified and shall not be interpreted as a detailed description of the work requirements that may be inherent in the job, either at present or in the future.*

备注：上述岗位职责反映了该岗位的主要功能或职责的总体要求，并不能被视为对该岗位要求的详细描述。