

Job Description - Marketing and Admissions officer

Job Title: Marketing and Admissions officer

Report to: Director of Studies & Head of Admissions

To manage and execute marketing and Admissions projects and tasks to ensure the College recruits the most suitable students whilst achieving the targeted sales requirement. To contribute to the establishment and improvement of systems and procedures within the Marketing and Admissions department as well as the Administration department to achieve Ashbourne's aim to be the leading independent tutorial college in central London.

1. Student's admissions

- 1.1 Responsible for the recruitment of new students. Efficiently follow up with enquiries and able to close the sales successfully.
 - 1.2 Work with other members in the team to achieve KPI each year.
 - 1.3 Work with other teams in the College, such as Safeguarding team to ensure that the student's registration at Ashbourne is well managed and that students have a successful course at Ashbourne.
 - 1.4 Maintain good relationship and work with external parties, such as agents and schools to increase the admissions rate.
 - 1.5 Look for new opportunities and channels to generate sales, such as working with new agents and schools.
 - 1.6 Plan and participate in overseas recruitment trips to ensure that the trip is successful.
 - 1.7 Plan and organise events in the UK to promote the College, such as holding exhibition, open evenings, etc. Being initiative to propose any new recruitment strategy.
 - 1.8 Provide feedback and work with other departments to ensure that the College is at its best state to recruit students.
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2. Marketing

- 2.1 Work with the Principal to plan and execute the marketing strategy
- 2.2 Create marketing materials to promote the college's specialised programmes and for tailored markets (for example Russia, Hong Kong).

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2.3 Create content for social media, prepare posts and manage social media accounts.

2.4 Meet with the Director of Studies along with other members of the department on a weekly basis to go through agenda and action points for enquiry generation.

3. Others

3.1 Provide support to the Principal and Director of Studies as when required
