



**Saigon South International School
Director of Admissions & Marketing**

Admissions

- Design and implement a comprehensive strategic plan of admissions of new students to the school.
 - Monitor the entire admissions process, including maintaining administrative software program with up-to-date data on applications and enrollment.
- Develop and direct the admissions process from point of inquiry through enrollment.
 - Establish and plan pre-screening and testing procedures
 - Evaluate new applications to assess enrollment criteria, probable grade placement before referring to principals and other appropriate staff.
- Present the school to prospective students and parents, which includes systematic and efficient handling of applications and communication with candidates and their parents; tours of the institution; interviews with candidates and their parents; arrangements for admissions testing; securing of necessary student credentials; and communicating final decisions to the appropriate individuals.
- Evaluate continually and redesign where appropriate all aspects of the admissions program with the goal of maintaining a capacity enrollment of qualified students and a wait-list of qualified applicants.
- Manage the re-enrollment of current students for the succeeding year with constant monitoring of attrition and retention.
- Keep relevant statistics on all aspects of the admission and re-enrollment program.
- Work closely with the business office to ensure accurate billing of enrolled students.
- Manage the de-enrollment process and provide students with necessary information and forms.

Marketing

- Develop with the Head of School the admissions budget and appropriate admissions and marketing materials, ads, mailings, web pages and publications that interpret the school to prospective students.
- Initiate and create activities intended to interest and attract parents and potential students to Saigon South International School.
- Promote good relationships and create networking opportunities and support for representatives with outside institutions or groups (schools, relocation agencies, international businesses, consulates, NGOs, etc.) that can be helpful in attracting quality students.
- Develop and oversee a network of parents, former parents and alumni to assist in the admissions program.
- Represent the school at various gatherings and conferences related to admissions.
- Serve on the administrative team and perform other duties as assigned by the Chief of Operations.

Qualifications

Bachelor degree (B.A.) in Business Administration, Marketing / Public Relations, or Education

Three or more years of relevant or related experience

Ability to analyze and interpret standardized testing instruments

Effective inter-personal and communication skills

Strong organizational skills and keen attention to detail

Terms of Employment

Work days: 215 days a year. No vacation during “peak” periods at the beginning and end of the school year.

This position description is designed to outline primary duties, qualifications and job scope, but not limit the employee or the SSIS to only the work identified. It is the expectation of the school that each employee will offer his or her services wherever and whenever necessary to ensure the success of our organization.

December 2009

SSIS

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