ENROLMENTS MANAGER

POSITION DESCRIPTION

INTRODUCTION

Brisbane Girls Grammar School is a leading educational institution for young women in Australia. Established in 1875, it is one of the original Grammar Schools in Queensland and as such enjoys an outstanding reputation combined with a proud tradition of women's achievements. The School is a leader in providing educational services and this key position will add value to the way this strong market position is achieved.

Reporting to the Principal, through the Director of Communications and Community Relations, the Enrolments Manager will be a member of the communications team responsible for the strategic positioning of the School’s services to achieve the desired educational and business goals. The Enrolments Manager is responsible for development, implementation and evaluation of strategic plans and procedures in relation to the recruitment and admission of students, including effective communication with prospective families and market research and analysis. This position will provide support to the Director of Communications and Community Relations ensuring that the School maintains its competitive edge through the delivery of quality outcomes and client services.

THE POSITION

- Development, implementation and evaluation of innovative and targeted enrolment strategies
- Management and facilitation of the School’s enrolment activities, procedures and policy in alignment with the School Design
- Maintenance of a strong client service focus
- Maintenance of a strong competitive advantage through best practice strategies
- Establishment of efficient operations that support the marketing and communications functions of the Department
- Identification of emerging trends, risks and opportunities that could impact on enrolments
- Preparation and implementation of an annual operational plan — including planning for the School’s annual Open Day, school tours, information evenings, orientation activities and events; managing scholarship testing and on-going communications with prospective families
- Preparation of regular reports on enrolment statistics and comparative analysis for Senior Management and Board meetings.
- Currency about the School’s programmes, initiatives and successes.
- Management of the School’s enrolments records database.
- Preparation of all enrolment materials including prospectus, e-newsletters, factsheets, web site and news articles targeting enrolment families.
- Compliance with industry legislation and policy requirements
- Act as the High Designated Agent in relation to CRICOS registration
- Other duties as required
ESSENTIAL QUALIFICATIONS AND EXPERIENCE

The successful candidate will have:

- Relevant tertiary qualification/s with extensive administrative and managerial experience
- Demonstrated experience in strategic planning, implementation and evaluation to achieve organisational goals
- Demonstrated in-depth knowledge of services marketing in education or a related industry
- Demonstrated high level administrative skills with proven experience in a high volume environment to deliver high quality client services
- Demonstrated ability to work as part of a team, meet deadlines and complete duties accurately and to a high standard without close supervision
- Demonstrated high level interpersonal and written and oral communication skills, and experience in exercising discretion in judgement
- Demonstrated capacity to maintain confidentiality and act with professionalism at all times
- Demonstrated ability to critically analyse and create statistical reports, to write reports for management and to document policies and procedures