

## **Job Title: Admissions Director – IB Programmes**

### **Role Overview**

The Admissions Director – IB Programmes is responsible for leading and managing the student admissions process, with a particular focus on the **International Baccalaureate Primary Years Programme (IB PYP)**. The role requires a deep understanding of IB philosophy, learner profile, and inquiry-based education, along with strong relationship-building and strategic enrolment planning skills.

The Admissions Director acts as a key ambassador of the school's vision and values, ensuring a seamless and transparent admissions experience.

### **Key Responsibilities**

#### **Admissions Strategy & Enrolment Management**

- Develop and implement short-term and long-term **admissions strategies** aligned with the school's growth goals and IB philosophy.
- Plan and manage **annual enrolment targets** for IB PYP and other IB programmes.
- Monitor admissions data, inquiries, conversions, and retention to ensure optimal enrolment outcomes.
- Oversee the complete admissions cycle from inquiry to enrolment.

#### **IB PYP–Focused Responsibilities**

- Communicate the **IB PYP framework**, philosophy, and approach to teaching and learning clearly and confidently to prospective parents.
- Collaborate closely with the **PYP Head and Coordinator** to ensure admissions practices align with IB standards and practices.
- Support the school during **IB authorization and evaluation visits** by providing accurate admissions data and documentation.
- Ensure student admissions align with IB requirements, inclusive practices, and school policies.

#### **Parent & Community Engagement**

- Conduct **school tours, orientation sessions, and information workshops** for prospective families.
- Build strong relationships with parents, early learning centres, preschools, and community organizations.
- Address parent queries with professionalism, clarity, and sensitivity, ensuring a positive experience at every touchpoint.

### **Marketing & Outreach**

- Work closely with the marketing team to plan and execute **admissions campaigns**, open houses, and outreach initiatives.
- Represent the school at education fairs, preschool meets, and community events.
- Strengthen the school's brand presence through partnerships and referral networks.

### **Team Leadership & Operations**

- Lead, train, and mentor the admissions team to ensure consistent service quality and messaging.
- Establish and refine **admissions policies, procedures, and documentation**.
- Ensure effective use of admissions ERP/CRM systems for data management and reporting.
- Prepare regular reports for school leadership on admissions performance and trends.

### **Required Qualifications & Experience**

- Bachelor's degree in Education, Management, Marketing, or a related field (Master's degree preferred).
- Minimum **5 years of experience** in school admissions, enrolment management, or educational leadership.
- Strong understanding of **IB philosophy**, with direct experience in **IB PYP** admissions preferred.
- Experience working in an IB World School or IB Candidate School is highly desirable.

## **Key Skills & Competencies**

- In-depth knowledge of inquiry-based and student-centred education.
- Excellent communication, presentation, and interpersonal skills.
- Strategic thinking with strong analytical and organizational skills.
- High level of professionalism, integrity, and confidentiality.
- Ability to work collaboratively with academic and administrative teams.
- Strong leadership and people-management skills.
- Comfort with data-driven decision-making and digital admissions tools.