The following position is available from August 2016. Welcoming families from more than 28 countries, Avondale Grammar School is a co-educational, international school for expatriate children from 3 to 14 years of age that is located on Tanglin Road. Following the Australian Curriculum we encourage students to strive for academic excellence in a welcoming and nurturing environment. Avondale prides itself in its community spirit and friendly atmosphere.

SALES & MARKETING EXECUTIVE:

The Sales & Marketing Executive will be responsible for:

Enrolment Processes and Data Management

- Setting and achievement of new student enrolment targets
- Achieving minimum and maximising conversion ratio’s
- A smooth, timely and efficient running of the Enrolments area from enquiry through to finalised students
- Ownership of agreed KPIs
- Delivery of an excellent client service to prospective parents enquiring about the School
- Conducting Tours as required
- Documentation of an effective enrolment process from Enquiry to Application
- Review and continuous effort to improve Tour Process and client experience
- Foster teamwork amongst enrolments team and across the School as a whole
- Management of Synergetic, enrolments data and insights for Exec Team for planning purposes and liaison with Marketing team

B2B / Corporate Development

- Develop key Corporate relationships with the aim of becoming a preferred educational institution
- Develop key relationships with Relocation Agencies
- Set and achieve KPIs within Corporate Plan

Main areas of responsibility

- Actively involved in the day to day process including responding to enquiries, conducting tours, finalising applications and liaising with Finance for raising invoices and referral fees.
- Optimising the enrolment process from enquiry through to enrolled students and retaining key data for reporting and tracking purposes and feedback on the tour experience (solicit feedback through tour observations and feedback from prospective parents)
- On-going collaboration and information sharing with the senior Academic team to ensure the enrolment team are aware of the current School offering, events and interesting facts and provide feedback to the Academic staff on the tour experience
- Collaboration with marketing and senior management on innovative plans and strategy implementation to increase the interest in the School and improve the enrolment conversion rates
- Keeping abreast of sales process best practices and application of these that suit and enhance the existing process from conducting tours to closing sales
- Keeps abreast of competitors product offering and provide timely updates to senior management on competitor’s analysis
- Timely reporting on key enrolment data, tracking against KPIs to senior management and escalation to senior management of heightened risks that need addressing
• Ensuring that there is appropriate resource to cover the enrolments work queue,
• Ensuring there is up to date standard operating procedures and sufficient training across the team members (& outside the core team) to cover the process and reporting requirements.

**Personal attributes**

• Warm and friendly personality that encourages and thrives on teamwork
• Collaborative team-player with the skills to bring multiple stakeholders together
• Excellent written and verbal skills
• Creative with a can-do attitude towards generating new marketing ideas

**Monday to Friday 8.00am to 5.00pm**

**Applications can be sent to:** recruitment@avondale.edu.sg

**Closing date:** Monday 27 June 2016

**Salary:** Negotiable

**Personal Data Collection Statement**

Avondale Grammar School recognises its obligations under the Personal Data Protection Act 2012 (PDPA) which includes the collection, use and disclosure of personal data for the purpose for which an individual has given consent to.

The personal data collected by Avondale Grammar School includes all personal data provided in this form, or in any document provided, or to be provided to us by you from other sources, for the purpose of this application. It includes all personal data for us to evaluate or administer this application.

Our Personal Data Protection Policy can be found on our website www.avondale.edu.sg