

Leadership Posting

Director of Admissions and Marketing International School of Lubumbashi

Lubumbashi, Democratic Republic of Congo

Application Deadline: February 18, 2024

Start Date: February 19, 2024

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**INTERNATIONAL SCHOOL OF
LUBUMBASHI**

Director of Admissions and Marketing

School Overview

International School of Lubumbashi (ISL) is a new school in the heart of Lubumbashi which will open its doors in September 2024. It offers Pre-K to grade 8th and will gradually add more classes to allow our students to immerse and integrate the implemented program. At ISL we believe that each of our students can bring a positive impact to the community, and our goal is to provide students with the essential tools to be prepared for their futures. Its aim to develop individuals with thoughtful, reflective, and authentic critical thinking who can positively impact our society. Through our international bilingual program, we assure all our parents and students that they will have the ability to master another language to find success and fulfillment in a global world.



Description

The Director of Admission is responsible for managing the school's admission process from inquiry to integration into the school, overseeing all admission events, and working closely with the administrative team to promote the school in order to attract new families and retain current ones. The Director of Admission is a member of the administrative team, s/he manages the assistant director of admission, reports directly to the Head of School and the executive director. Along with the Head of School, the Director of Admission establishes close working relationships with the Director of Finance and Operations, the Lower and Upper Division Directors. The Admissions Director leads the marketing and communications of the school and oversees all marketing material including print material, online advertisements, website, social media, and all school wide communication. The AD will direct faculty to keep school presentable and in excellent condition. AD runs all admission events and must coordinate details of events including content, set up, refreshments etc. AD directs team members to support in all admissions events.

Note: The job description is not necessarily a comprehensive definition of the post. This job description may be varied to meet the changing demands of the school at the reasonable discretion of the Head of school.

Duties and Responsibilities

Marketing & Communications

- Develop and implement marketing and parent retention plan
- Research and initiate opportunities to attract new students through networking and marketing
- Provide origin school marketing and communication collateral/campaigns
- Develop launch marketing/communicate strategy
- Execute marketing/communications campaign for launch
- Implementing Marketing Campaigns
- Oversee the Admissions and Marketing budget and ROI of marketing activities carried out.
- Furnish competent services for an advertising program at the national and international level
- Develop and maintain relationships with key account holders including but not limited to relocation agents, embassies, chambers, education agents, feeder schools and employers, with the intent to build brand awareness and generate enquiries.
- Organize and regularly re-evaluate the school's internal and external events (e.g., Open Days, Fairs, Exhibitions, Shows, conferences) and attend them

Recruitment

- Designs and Implements a comprehensive strategic plan for admissions of new students to the school that is inclusive of a revolving three-month, six-month, one-year, and three-year objectives, goals, and outcomes
- Organizes and manages all activities to attract a diverse class of high-quality applicants to the School.
- Conducts presentations (e.g., feeder schools, consultants, tours, and school fairs) to promote ISL and attract prospective students and their families.
- Provides on-going consultation to prospective students, applicants, and their families

Admission Management

- Provide origin school admissions procedures, tests, policies, guidelines & processes
- Create international admissions procedures, tests, policies, guidelines & processes based on origin school frameworks
- Plan and organize admission events and receptions for prospective students and families.
- Following up with visitors and encouraging them to apply
- Leading families through the admissions process
- Communicate admissions decisions to applicants and encourage them to enroll
- Work with new families to integrate them into the school.
- Develop strategic goals and actions to achieve target enrollment.
- Reviewing student applications and assessing applications in accordance with the school's admissions policies, in consultation with the Head and Principals.
- Responsible for strategy and process leading to all facets of the admissions process in the school's effort to attract, enroll, and retain a diverse and dynamic student population.
- Reviews and reads applications; interviews prospective students; responds to applicant inquiries; and counsels' prospective students and their families regarding the admissions process, test taking strategies, curriculum, etc.
- Coordinate admissions testing
- Manages sibling enrollment processes and mid-year applications processes.
- Coordinate and manage re-enrollment process

Reporting and Data analysis

- Develop and maintain accurate data in school system, enabling responsive decision making through the enrolment process and accurate forecasting.
- Analyze admissions data to identify trends, new developments/competitors, and providing the Head with regular admissions reports
- Data management regarding admissions, enrollment, withdrawals, inquiries, applicants, and attrition. Maintain statistics on a daily basis, to be communicated to Head of School and, periodically, to the Board.

QUALIFICATIONS

ESSENTIAL

- Experience of leading and managing a team
 - Excellent IT skills
 - Proactive approach to work with ability to identify areas for improvement and propose solutions
 - A high level of awareness of equality and diversity issues, and ability to effectively deal with people from a variety of cultural backgrounds
 - An enthusiasm for providing excellent customer service and evidence of continuously driving service improvements
- A co-operative, personable team player, able to work independently and take ownership of own workload
 - High level of ability to think strategically and ensure successful implementation of the strategies
 - Ability to put marketing/admissions strategy in place to achieve the goals
 - A strong goal and results orientation; ability to understand and report goals/metrics
 - A high level of integrity and professionalism

DESIRABLE

- Bachelor's degree in a relevant subject
- Fluency in a second language (French)

OTHER ATTRIBUTES

- Commitment to the IB Program and philosophy

To apply please submit your resume, references, and IB certificate if any to katpriscillia2@gmail.com.

Leadership Posting

Instructions

Interested candidates should email their cover letter, current resume, references, and applicable IB certificates to Priscillia Kat, Executive Director of the International School of Lubumbashi at katpriscillia2@gmail.com.

The deadline for applications is **February 18, 2024**

