

Job Description:

Position	Admissions Officer
Line manager	Director of Admissions and Marketing and Admissions Manager
Manage	None
Dated	May 2025

1. Aims of the Role

The Admissions Officer is responsible for facilitating a seamless admissions journey for prospective families, from initial inquiry through to successful enrolment. This role involves comprehensive database management, meticulous handling of application documents, conducting engaging school tours, and maintaining precise student records.

The Admissions Officer acts as a primary liaison for prospective parents, effectively communicating the school's ethos, coordinating follow-ups, and contributing to admissions reporting and event representation. They support the Director of Admissions and Marketing and the Admissions Manager in all facets of the admissions function.

2. Duties and Responsibilities

- To facilitate the Admissions process from initial inquiries through to enrolment.
- Log incoming enquiries into leads and admissions database, follow-up on incomplete enquiries data, and flag enquiries for follow-up by the admissions team.
- Assist in processing and organizing paperwork for admissions documents, including: student applications, assessments forms, offer letters, and invoices.
- Assist in updating and maintaining enquiry leads and admissions database including OpenApply platform, ensuring that enquiries are handled effectively and tracked right through to admission, including the production of up-to-date weekly status reports.
- Ensure all necessary student records and notes are kept up to date, including medical information, and ensuring compliance with the School's policy on data protection.

- Maintain a regular analysis of admissions statistics and analytics, and coordinate with CRM and school management platforms as necessary.
- Understand, embrace and communicate the School's ethos and approach in all communications and interactions with prospective parents and students, educational agents, other schools, etc.
- Organise and conduct tours and visits for prospective parents, ensuring a first-class experience of the campus and programmes offered.
- Conduct timely follow-up calls to parents who did not choose the School to build a body of knowledge on alternative schools and areas for admissions improvement.
- Assist as parent liaison, managing parent enquiries, logging and directing feedback and complaints.
- Maintain waiting lists, informing parents when spaces become available and advising if children will not have a place.
- To attend events as a representative of WCIB as required.
- To support Admissions function upon assignment from the Director of Admissions / Management Team.

3. Requirements:

- Bachelor's degree in a relevant field
- Proven experience in an administrative, customer service, or sales role, preferably within an education setting (e.g., school, university, training center).
- Experience with database management and CRM systems (experience with OpenApply is a strong advantage).
- Excellent written and verbal communication skills in English.
- Strong organisational skills with exceptional attention to detail and accuracy.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Analytical skills for data compilation and basic reporting.
- Ability to conduct engaging presentations and tours.



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4. Safeguarding and Legal

Please note the College's positions are subject to an enhanced Criminal Records Bureau. The College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Wellington College International Bangkok is also committed to equality and diversity. Candidates should be aware that all posts in the College involve a degree of responsibility for safeguarding students.

5. Application

If you are interested in the position, please send together with a letter of introduction and an up-to-date CV, including the names and contact details of three referees, should be sent to recruitment@wellingtoncollege.ac.th