



Sheldon College POSITION DESCRIPTION



Position Description

ENROLMENT & COMMUNICATIONS ADMINISTRATOR

Position:	Enrolment & Communications Administrator
Department:	Marketing, Communication and Enrolments
Responsible to:	Principal
Reports to:	Director of Marketing and Communications

About Sheldon College

Sheldon College is a leading independent, co-educational College located in picturesque Redland City, catering for students from 15 months through to Year 12.

Our mission is to provide a top-tier education to students ranging from 15 months of age to Year 12. With state-of-the-art buildings, grounds, and sporting venues, we aim to provide students with the best possible learning environment. We value the well-being and safety of our students and strive to create an attractive and functional campus that supports their educational journey and college families experience.

This ensures we deliver on our commitment to provide outstanding education in a safe, secure learning environment, underpinned by our philosophy of **Love, Laughter and Learning**.

Our Mission is “to provide a quality educational experience in an environment that encourages and enables our students to succeed in a constantly changing world”. This role is a key stakeholder in the College realising that mission.

Position Overview

The Enrolment & Communications Administrator has responsibility for supporting the implementation of sustainable organisation strategies within the Marketing, Communications and Enrolment team to achieve and sustain optimal enrolment capacity within the College.

This is achieved by:

- Supporting the Director of Marketing and Communications and Enrolments Manager in managing and executing an enrolments process that delivers first-class customer experience from initial enquiry through to commencement at the College and extends into the first several months of enrolment
- In conjunction with the Marketing and Communications Team and Enrolments Manager, providing administrative support for any enrolments focused events, including regular group tours, open days, orientation days, and other similar events





Sheldon College POSITION DESCRIPTION



- Providing administrative support to the Director of Marketing and Communications and the Enrolments Manager

Duties and Responsibilities

Indications that this job is being done successfully would include:

- Contributing to building enrolment numbers to reach short-term, medium-term and long-term targets
- Providing a first-class customer experience to prospective families
- Providing efficient and effective administrative support to the Director of Marketing and Communications and the Enrolments Manager
- Assisting the Enrolments Manager in processing all enrolment and scholarship-related enquiries and applications in a timely manner
- Accurately and appropriately storing all enrolment and scholarship-related documentation received from families
- Ensuring that all enrolment-related data received from families is complete.
- Assisting the Enrolments Manager in maintaining accurate records of all enrolment and scholarship-related enquiries and their subsequent communications
- Providing administrative support in reporting accurate enrolment and retention data to the Director of Marketing and Communications and/or Principal as required
- Assisting the Enrolments Manager in managing calendars for interviews, tours and student visit days.
- Coordinating and conducting College tours for prospective families
- Assisting the Enrolments Manager in liaising with internal College stakeholders as needed, including but not limited to:
 - Finance Department
 - Student Services
 - Directors of Academics
 - Director of Co-Curricular
- In liaison with the Marketing and Communications Team, coordinating, supporting the promotion of, and participation in, key enrolments and marketing events:
 - Open Days and other similar student recruitment events
 - Group Tours
 - New Student Days
 - Orientation Days
 - Assessment Days
 - Scholarship Testing Days
- Providing administrative support to the Director of Marketing and Communications
- Performing other duties as directed by the Director of Marketing and Communications, Enrolments Manager and/or the Principal





Sheldon College POSITION DESCRIPTION



Skills

- Demonstrable experience in a fast-paced administrative support role where a customer focus and high level of attention to detail is critical
- Intermediate Office 365 experience with Word, Excel, PowerPoint and Outlook.
- Excellent interpersonal and service-orientation skills.
- Excellent written and verbal communication skills.
- Demonstrated ability to work independently and as a member of a team.
- Strong organisation ability with the ability to multitask and manage competing priorities.
- Strong attention to detail.
- Demonstrable strong track record in a role that demanded self-motivation and service-orientation skills.
- High degree of computer skills and experience in the use of CRM's.
- Ability to organise and coordinate events and calendars.
- Ability to display a flexible approach to dealing with staff and students, and to be able to work collaboratively and build positive relationships.

Qualifications & Experience

- Previous experience in an enrolments focused environment in an independent school
- Experience in the use of TASS
- Experience in the use of Digistorm Funnel
- Member of Educate Plus or similar

Updated July 2023

