

Job Title:	<i>International Program – Marketing & Admissions Coordinator</i>	Job Category:	Full Time (12 Month)
Department/Group:	International Student Program	Salary Range:	Experienced Secondary Staff
Location:	West Palm Beach Campus – combination of working from home / road & main campus	Travel Required:	Extensive Travel Required (Majority International)
HR Contact:	Arlene Cushing – a.cushing@tka.net 561-686-4244 ext. 338	Date posted:	January 18, 2018
Direct Reports to:	Brian J. Burrage, M.Ed. – <i>Director of Global Initiatives</i>	Posting Expires:	When Filled

Start Date: February 23, 2018

Job Description:

ROLE AND RESPONSIBILITIES

The International Program Marketing & Admissions Coordinator is responsible to assist the Director of Global Initiatives in achieving TKA’s long and short-term international admissions & retention goals by researching markets, planning strategic travel and events, and effectively communicating TKA’s mission and brand promises to prospective families, feeder schools, consultants, and other constituencies. The Marketing & Admissions Coordinator serves as the “face” of The King’s Academy while traveling domestically and internationally to promote the school as well as an integral member of a productive office and school community. This role is responsible for all aspects of the international admission and enrollment process including, but not limited to:

- Generating applications that translate into enrollments for The King’s Academy
- Traveling domestically and internationally to secondary school recruitment fairs, workshops, and meetings with prospective families and educational consultants
- Following up with inquiries via email, phone, mail, social media etc. throughout the year and at various stages of the admission process
- Arranging campus visit details and scheduling and conducting interviews
- Assisting students and families in the application process
- Planning & staffing special admission events, including open houses, FAM tours, revisits, Alumni meetings, and other outreach functions
- Data entry & management; tracking and reporting
- Creating, updating and sharing information for the school’s website, social media, HTML email campaigns, print media campaigns, multi-media products (video etc.), and partner relationships.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

Ability to Travel Extensively (Domestically and Abroad) Required
 In-Field Experience Strongly Preferred
 Bachelor’s Degree Required, Master’s Preferred
 Proficiency in a Second Language(s) is a Plus, but not Required

PREFERRED SKILLS

Advanced Sales Skills & Experience

Extremely Organized - Able to Successfully Manage Multiple Projects Under Deadlines

Able to Work Independently and Make Decisions in Accordance with Established Policies & Regulations

Able to Create & Build Authentic and Productive Relationships Cross-Culturally

Ability to Multi-Task and Pivot Quickly

Excellent Written and Oral Communication Skills

Advanced Operational Computer Skills (Design Media / Data Processing etc.)