Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.

<table>
<thead>
<tr>
<th>Position Title</th>
<th>Enquiry Manager</th>
<th>Reference: February 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Function/Department</td>
<td>Marketing and Admissions</td>
<td>Location: AIS</td>
</tr>
<tr>
<td>Manager Title</td>
<td>Marketing Manager</td>
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<tr>
<td>Position Type</td>
<td>Permanent</td>
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<tr>
<td>Position Status</td>
<td>Full-time</td>
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**Position Objective**

The Enquiry Manager is the first point of contact for all new parent enquiries received via telephone / email / website / open days / walk-ins, to provide efficient data capture and enquiry qualification service, creating the opportunity for a subsequent face-to-face private visit at the school and application. The success of this role is measured by the number and proportion of enquiries that progress to application status, the level of customer service provided, the promptness and efficiency of the enquiry handling process and the accuracy of lead qualification and data capture to ultimately provide a seamless visit and admissions experience to prospective parents and students.

**Responsibilities**

- Manage enquiry pipeline – receive, log and promptly follow-up on all outstanding enquiries to ensure progression to application, including encouraging personal visits and logging all captured data into the CRM system
- Manage enquiry through to application status for parents are not able or do not wish to visit the school but would like to apply
- Qualify enquiries and allocate to appropriate Admissions Manager based on parent and student profile and individual requirements and schedule and confirm timing for personal tours / school visits
- Collate and despatch (via email / post) tailored enquiry fulfilment packs to parents prior to visiting AIS
- Produce daily / weekly enquiry status and new enquiry pipeline performance reports
- Continually streamline processes to ensure the best E2C experience for all enquiries and strategic partner referrals to deliver exceptional customer service
- Achieve sales target assigned by the Director of Marketing and Admissions
- Other duties as directed by supervisor/s

The job holder’s responsibility for promoting and safeguarding the welfare of children and young person’s for whom s/he is responsible, or with who, s/he comes into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all time. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School’s Child Protection Officer/Designated Safeguarding Lead or to the Head or indeed to the Regional CEO so that a referral can be made accordingly to the relevant third-party services.

**Position Requirements**

- Outstanding time management and organisation skills
- High levels of accuracy and attention to detail
- Result oriented and driven by successful outcomes
- Excellent verbal and written communication skills
**Job Description Form**

- Must have outstanding communication skills in English, both spoken and written. Proficiency in a second Asian language (esp. Mandarin) would be desirable

**Qualifications**
- Minimum two years of experience of managing direct customer contact ideally gained in a customer service role in a multi-cultural environment
- Experience in use of multiple customer database, CRM tools and digital / online platforms
- Degree level qualification (or equivalent work experience) preferred

**Contacts**
- Liaising with School Admissions and Applications Managers and Academic team
- Customer facing role

**Working Conditions**
- In-country role
- Individual contributor working as part of a Marketing and Admissions team of 10+ staff
- Fast-paced work environment
- Willingness to work additional hours to meet demands of the job
- Office location within a school environment at Lorong Chuan

**Terms of Employment**
- Working Hours: 8:00 am – 5:00 pm, Monday to Friday
- Performance bonus
- Annual Leave: 21 working days per annum
- Medical Benefits: Group medical insurance
- Sick Leave/Hospitalisation Leave: 14 days sick leave and 60 days hospitalisation leave
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background check: Required