



KENT COLLEGE
DUBAI

ROLE DETAILS

Job Title	Parents Relations Manager – (PRM)
Reports to	The Principal / Head of Operations
School Responsibility	Whole School
Level	Administration Support

ROLE SUMMARY

To ensure impeccable customer service is provided to all parents and visitors to the Academy. All communications take place in a professional manner and to assist in supporting students' recruitment, through a positive parent experience, encouraging retention.

To embody the values, vision and ethos of Aldar Education and assist the HQ Marketing team and the Operations Manager in delivering impactful marketing and communication campaigns whether for advertising purposes or to contribute to long-term positive reputation for our schools.

DUTIES & RESPONSIBILITIES

- Provide high-quality customer service to all potential and existing customers, including welcoming all prospective parents into the school and assisting with all initial inquiries.
- Manage students' and parents' satisfaction to contribute to retention and meet or exceed the school-specific enrolment target consistently throughout the academic year.
- Proactively contact prospective parents to convert and contribute to enrolment growth.
- Develop and implement retention strategies to support meeting the school's enrolment targets.
- Ensure the Admission process is compliant throughout the academic year by working with the admissions team closely.
- To be present in the reception area and to ensure parents always have access to you to support with queries and complaints as required.
- Develop marketing strategies for the school, build content calendars for social platforms and community manage social media channels, monitoring for negative sentiments.
- Support in the identification of newsworthy stories and report these to Aldar Education HQ for publication monthly.
- Assist the Admissions team when needed with inquiries and enrolments processes.
- To act as the first point of contact for existing and prospective parents; the PRM's role is to identify and anticipate the needs of parents in our academies, ensure leads and other aspects of enrolment and new intake are actively updated daily and assist in student retention.
- Building strong relationships with parents to assist with student retention is key while ensuring the school's marketing duties and responsibilities are upheld. Building positive relationships with all stakeholders is a PRE's duty.
- Oversee the Digital Marketing Executive to develop and implement marketing strategies and plans to attract prospective students and families.

- Support in creating compelling marketing materials, including brochures, newsletters, and social media content, to showcase the school's strengths and achievements.
- Coordinate marketing campaigns, open houses, and campus tours for prospective parents.
- Update the school website with the latest news, events, and announcements to ensure it remains updated and visually appealing, reflecting the school's values and achievements.
- Deliver high-quality customer service to all visitors and staff, representing the Academy in a professional manner both in face-to-face interactions and virtual (email, phone calls, social media).
- Network and nurture relationships with external organizations to develop corporate partnerships. Feedback to HQ on any potential contacts and work on partnership strategies in collaboration with the Aldar Education team.
- Measuring and reporting on a weekly basis the CX and Marketing activities taking place within the school to HQ and highlighting challenges/requesting support.
- Line Manages the School Nurses and Doctor(s), overseeing their regulatory responsibilities in coordination with Facilities & Bursary and engaging and promoting health and wellbeing activities across the school and wider community.
- Line Management responsibility of the Senior School reception staff.
- Develop school improvement plans based on the voice of customer feedback/survey outcomes in alignment with the Principal and OSM; report back action plans on a monthly basis to HQ.
- Attend marketing and promotional events targeting new parents and corporate companies to assist with brand awareness for the school.
- Have a strong knowledge of the key information and unique selling point of the school and Aldar Education portfolio of schools.
- Offer guidance and assistance to parents through the student registration and admission process during the initial inquiry stage.
- Maintain open lines of communication with existing parents to ensure their concerns, complaints, and compliments are handled effectively and efficiently, adhering to the school's SLAs.
- Coordinate parent/community events to engage parents in school activities and celebrations.
- Identify and anticipate the needs and requirements of new and existing parents.
- Undertake regular surveys of parent views on subjects of relevance.
- Contribute positively to the NPS score and ensure parents' participation in the surveys.
- Manage the survey feedback and escalate cases that cannot be solved by the FOH team as per the complaint management process in schools.
- Generate social media stories and photographic material that promote the schools' achievements.
- Assist with the development of and implementation of the school marketing strategy and plan in conjunction with Corporate Marketing.
- Ensure that the schools' achievements including academics, sports, arts, etc. are communicated both internally and externally in a timely manner.
- Responsible for maintaining effective communication with existing parents, handling queries, and being the liaison between other school personnel and departments:
 - Promoting the school to new parents, coordinating school tours and events, and creating newsletters for new and existing parents.
 - Maintain open lines of communication with existing parents to ensure their concerns, complaints, and compliments feedback are handled effectively, efficiently, and in a timely manner.
 - Marketing the School to a wider community
- Manage all social media platforms and digital tools such as websites, and third-party profile content.
- Attend and participate in relevant meetings as required.
- Answer, screen, and forward incoming/outgoing phone calls in a friendly and professional

manner (following our standard telephone etiquette/ protocol) templates and scripts.

- Ensure the reception area is tidy and presentable, with all necessary stationery and material (e.g., pens, forms, and brochures) and all health and safety protocols followed.
- Assist the Admissions team with inbound and outbound calls when required to assist in reaching enrolment & retention targets.
- Log admissions inquiries into the school SIS – database.
- Update calendars and schedule school tours with SLT and parents.
- Provide accurate and comprehensive information about the schools, including the curriculum, education level, and tuition fees to all parents, as well as ensure that your team is fully trained and able to support where required
- Drive enrolments by promoting schools and summer programs to prospective parents through conducting outbound calls.
- Develop an annual engagement plan covering the events calendar, social media calendar, and communications plan with Principals and other SLT members. Accurately report back to HQ after each event the impact and propose recommendations/strategies for moving forward.
- Analyze data related to student enrollment, parent feedback, and marketing effectiveness to make data-driven decisions.
- Prepare regular reports on parent engagement, marketing activities, and campaigns for HQ and school leadership.
- Assist with tasks assigned as and when required by the management team.
- Perform other duties as requested by direct and dotted-line reporting managers/ supervisors.

QUALIFICATIONS & KNOWLEDGE & SKILLS

- High School Certificate/Diploma or bachelor's degree certificate
- 3 years' experience in customer-facing role in the region
- Experience in a school or education setting is preferred
- Previous experience in Marketing/Communication role is beneficial
- Fluent English communication skills, written and oral. Proactive and effective communication skills
- Attention to detail with diligent follow up, and able to execute in a timely manner
- Approachable, professional, calm and knowledgeable
- Interpersonal skills, able to operate in a multi-cultural environment.
- Computer literate, including all social media platforms.
- Attentiveness, able to listen effectively and ask questions
- A team player, willing to support colleagues to deliver results
- Willingness to learn and achieve results
- Embraces change in a positive and efficient manner
- Skilled in multi-tasking and handling pressure.
- Organizational ability, of self and others.
- Initiate effort and energy beyond the typical workday, where the tasks require additional commitment.

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JD review date	1st December 2024