

SHANGHAI AMERICAN SCHOOL

JOB DESCRIPTION

TITLE: ADMISSIONS OUTREACH AND ONBOARDING OFFICER
SCALE: Support Staff Salary Scale
CONTRACT DAYS: 210

POSITION SUMMARY:

The Admissions Outreach and Onboarding Officer plays a key role in driving inquiry generation, application conversion, and successful onboarding. This role focuses on delivering a coordinated, high touch admissions experience by aligning outreach, events, communications, and onboarding.

Primary areas of focus include:

- Admissions events, tours, and family engagement initiatives
- Team development in market knowledge, customer experience, and service and sales informed practices
- Strategic collaboration with Marketing to generate and convert leads

This is a cross campus role that works closely with Marketing, academic divisions, and parent volunteers.

SUPERVISED, EVALUATED BY & REPORTS TO:

Director of Admissions and Enrollment (DOA+E)

QUALIFICATIONS:

- Bachelor's degree in education, Business Administration, Marketing, Sales, or related field
- Minimum of five (5) years of experience in a customer facing, admissions, marketing, or service-oriented role
- Demonstrated success in coordinating events, outreach initiatives, or campaign-based work
- Strong project management and organizational skills
- Excellent communication, interpersonal, and intercultural skills, with the ability to work collaboratively with diverse stakeholders
- Solid understanding of education markets and family decision making processes, viewed through both a local and global lens
- Ability to work effectively in a high-volume, fast-paced environment
- Native level proficiency in written and spoken English

PERFORMANCE RESPONSIBILITIES:

Customer Journey & Funnel Management

- Support the DOA+E in designing, documenting, and continuously refining a high touch customer journey aligned with SAS brand standards (service, personalization, discretion)

- Assist in developing a data informed, systematic approach to managing inquiries, applicants, and admitted families
- Monitor lead progression and proactively identify stalled, high potential, or time-sensitive cases; recommend and model next-best actions
- Liaise directly with high potential inquiries as needed and support completion of applications

Events, Tours & Outreach

- Oversee the school's admissions tours, events, and outreach activities in partnership with Marketing and campus stakeholders
- Ensure events and touchpoints are consistent in quality, messaging, and follow-up
- Project manage New Student and Family Orientations and onboarding events

Team Development & Quality Assurance

- Support the DOA+E in ensuring consistent admissions messaging, tone, and service delivery across the team
- Review inquiry and applicant communications regularly, providing guidance on personalization, storytelling, and relationship building
- Develop and maintain scripts, talking points, FAQs, and personalization frameworks
- Identify training needs related to customer experience, school knowledge, and market understanding
- Coordinate and train admissions parent volunteers to support events and outreach

Marketing & Admissions Alignment

- Serve as the primary Admissions liaison to Marketing, ensuring strong alignment between marketing campaigns, outreach activities, and enrollment goals
- Collaborate with Marketing to plan lead generation initiatives across digital, event-based, and community platforms
- Provide feedback from family interactions, tours, and inquiries to inform Marketing messaging, storytelling, and campaign refinement
- Support campaign timing and funnel strategy to maximize lead conversion

Communications, Systems & Operations

- Support external communications for the Admissions Office, in alignment with Marketing standards and calendars
- Maintain high proficiency in the school's CRM system; support accurate data usage, tracking, and reporting
- Stay informed on school program developments, enrollment trends, and market conditions

Other Responsibilities

- Perform additional duties as assigned by the DOA+E

SAS BELIEVES:

- That each employee makes a significant contribution to our success
- That contributions should not be limited by the assigned responsibilities

Therefore, this position description is designed to outline primary duties, qualifications, and job scope, but not limit the employee nor SAS to only the work identified. It is the expectation of the school that each employee will offer his/her services wherever and whenever necessary to ensure the success of our organization.

How we see the world is how we experience the world

We believe that diversity, equity, and inclusion enrich our community and create a sense of belonging that compels each of us to grow. Therefore, we commit to a journey of community growth that is grounded in best and sustainable practices rooted in our mission and core values. We seek individuals who are ready to contribute to such an environment.

Child Safeguarding at SAS

Shanghai American School, in keeping with our core values and vision statements, has a Child Safeguarding Policy that guides our faculty, staff, and families in matters related to the health, safety and care of children in attendance at our school. By accepting employment at SAS, all faculty and staff agree to work in partnership with the School and abide by the policies adopted by the SAS Board.

With this in mind,

- Applications will be thoroughly and rigorously screened in line with our strong commitment to all aspects of child protection and safeguarding.
- Shanghai American School reserves the right to withdraw an applicant's candidacy at any time should information be forthcoming that may suggest the candidate is not suitable to progress in the process.
- Shanghai American School reserves the right to withdraw an applicant's candidacy if current and former supervisor references are not provided.
- Hiring is contingent upon successful criminal background checks.

Applicants are asked to apply as early as possible, as Shanghai American School reserves the right to close the selection process at any time.