

Admissions Representative (for Israeli Community)

PURPOSE:	To play a major role under the auspices of the Trustees and under the overall direction of the Principal.
RESPONSIBLE TO:	Principal Part Time

Summary of Responsibilities

Job Purpose:

We are seeking a dynamic, results-driven Admissions Representative to engage with the Israeli community and promote our school as the first choice for Israeli families. The ideal candidate will have a deep understanding of Israeli culture, language, and community values, with the ability to create and execute targeted marketing strategies that attract Israeli students and families. This role requires a combination of community outreach, event coordination, digital marketing, and relationship-building skills.

MAIN DUTIES

Community Outreach & Engagement: Build and maintain strong relationships with local Israeli families, organisations, and businesses. Act as the school's liaison to the Israeli community, attending community events, cultural festivals, and networking functions. Promote the school through outreach initiatives such as open houses, school tours, and community presentations.

Marketing Strategy Development: Work with the Admissions and Marketing Team to develop and implement targeted marketing campaigns that resonate with the Israeli community, highlighting the school's programmes, values, and cultural connections. Leverage both digital and traditional marketing channels to maximise outreach efforts.

Cultural Sensitivity & Messaging: Ensure all marketing materials reflect a deep understanding of Israeli culture and language, using Hebrew when necessary and ensuring that messages resonate with Israeli families' values. Tailor the school's communication and branding to appeal specifically to Israeli families, emphasising cultural programs, language support, and community connection.

Collaborative Event Planning: Coordinate events and initiatives aimed at Israeli families, such as cultural celebrations, Israeli Independence Day observances, and informational seminars about the school's offerings. Support the school's involvement in local Israeli community events to increase visibility and strengthen the school's reputation within the community.

Admissions Support: Assist prospective Israeli families with the admissions process, providing information and answering questions about the school's programs, curriculum, and community. Collaborate closely with the admissions team to ensure smooth and welcoming onboarding for Israeli families.

Market Research & Reporting: Conduct market research to understand the needs, preferences, and concerns of Israeli families within the local community. Provide regular reports on campaign performance, engagement metrics, and feedback from the Israeli community to continuously improve marketing effort.

Other Specific Duties:

- Any other reasonable duties as required by the Principal

Person Specification – Admissions Representative

A. Qualifications and Experience

- A diploma or higher in marketing, admissions, business or related field
- Strong communication skills in both Hebrew and English
- Proven experience in community outreach and relationship-building, with the ability to connect meaningfully with families and promote the school's unique offerings
- Skilled in targeted marketing and event coordination, including digital marketing campaigns, in-person events, and tailored recruitment strategies to attract Israeli students.

B. Knowledge, Understanding, Skills and Abilities

- A clear vision of what constitutes an academically successful international school.
- The ability to think strategically and at whole school level about how to present SMMIS as a leading International School
- Highly effective interpersonal and communication skills with the ability to build strong relationships with pupils, parents, staff and wider stakeholders
- Sound judgement skills and the ability to balance decisiveness and consultation. Leadership style and personal attributes
- A confident and collaborative team player with a positive and innovative approach to School development
- A strong personal work ethic and sense of responsibility
- Strong presentational skills, with the ability to manage challenging situations, whilst maintaining personal resilience
- A clear and proven commitment to the ethos and values contained in the SMMIS ethos statements and capacity to develop and promote this within the school
- A sound understanding of how students learn, how teachers can best teach and how to achieve high standards
- Knowledge and understanding of schools, knowledge and understanding of legislation and ongoing developments in education in the International sector
- The ability to lead by example and inspire others to try new ideas and techniques
- Ability to demonstrate a commitment to safeguarding, pastoral care and the promotion of high standards of positive behaviour
- The ability to delegate and share responsibility, while ensuring deadlines are met and decisions are implemented
- Experience of leading whole school initiatives
- High levels of communication skills both oral, written and in ICT
- Experience of leading effective teams, using a range of management styles as appropriate

C. Personal Qualities

- A team player respected by others, able to work alone and in a team
- Ability to act quickly and sensitively under pressure, to keep calm in difficult situations, deal with stress and absorb pressure
- Ability to manage own workload appropriately, with the enthusiasm, stamina and passion to enthuse and motivate others with regard to all aspects of the education of the school
- Open and constructive, accepting of feedback and always willing to learn
- Excellent interpersonal skills, a sense of humour, humility and a willingness to make him/herself approachable to all members of the school and the wider community; a 'can do' positive approach
- A commitment to International education