

Chiang Rai International School

496 Moo 5, Rimkok Sub-District,

Muang District, Chiang Rai, 57100

Tel: +66(0) 53 600-900

Fax: +66(0) 53 600-200



Mission: Chiang Rai International School (CRIS) aims to provide the highest quality education in a compassionate, safe and nurturing Christian environment. At Chiang Rai International School we strive at all times to promote: **C**onfidence **R**esponsibility **I**ntegrity **S**incerity

Vision: Chiang Rai International School (CRIS) was established in 2010. Our goal is to develop the whole child, intellectually, emotionally and physically, providing a solid foundation through Christian education for their life that will enable them to contribute to the local and international community with confidence, responsibility, integrity and sincerity.

Position

Parent Liaison/ Admission Officer

Position:	Parent Liaison/ Admission Officer	Status:	Full Time Employment
Department:	Thai Office Staff	Salary Range:	TBD
Application Deadline:	Until Filled	Starting Date:	January 2nd 2025
Reports to:	Head of School	Initial Contract:	

This position provides the opportunity of working at a WASC accredited international school, managing small class sizes, and teaching academically motivated students from diverse cultural backgrounds. CRIS provides a generous amount of planning time to allow teachers to prepare classes and monitor student progress. The successful candidate will be working collaboratively in a positive and supportive department with well-qualified professional colleagues.

Purpose of Job:

Parent Liaison: Develop and lead effective communication that focuses on the retention of our current families and building the reputation of the school. Become a key external and internal spokesperson for the school, accountable for the school's reputation, pre-empting issues, and crisis communication.

Admissions: To provide strategic direction and leadership for all admissions activities across Chiang Rai International School. To implement admissions strategies aligned with the school's mission, vision, and values. To support the transition of families from admissions to parents liaison and clear communication with academic teams.

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Duties and Responsibilities:

1. Ensure school student enrolment is conducted strictly in accordance with the school recruitment policies and standards.
2. Develop and implement strategic admission plans designed to achieve the school's enrolment target.
3. Be directly responsible for the entire admissions process end-to-end including but not limited:
 - Promote the school and enroll students through different channels
 - Coordinate school's tours/visits
 - Coordinate trial days and demos
 - Liaise with parents on admission enquiries
 - Facilitate parent meeting with school staffs - ensures an enquiry proforma is completed
 - Coordinate student application and placement testing for prospective students
 - Field all enquiries that are made to the Admissions' office. Maintain a completed and accurate record of parent/student details and a funnel of all prospective new student intake in the school management system.
4. Maintain a complete and accurate record of parent/student details and a funnel of all prospective new student intake in the school management system.
5. To work closely with local marketing team and local partners teams:
 - To ensure that their activities are aligned and in support of each other to achieve the School's enrolment target;
 - Ensure that appropriate documentation and information on all aspects of the school are current and readily available;
 - Ensure that outcome of school visits and observed current market trends are shared and used to formulate and fine tune our marketing and admissions activities.
6. Develop and implement customer relationship plans to cultivate parents' loyalty and maintain positive engagement

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Qualifications

Minimum Academic Degree required

- Degree in communications, journalism, public relations, English, or writing-intensive discipline
- Evidence of commitment to continued professional development

Professional skill and knowledge required

- Professional experience in developing a communications plan/strategy in line with group direction;
- Knowledge of the principles and techniques of effective verbal and written communication in the English language;
- Strong communications skills with ability to connect effectively with a diverse set of stakeholders from school senior management team to partners and parents in both one-on-one and group setting;
- Considerable ability to deal courteously with the public, supplying general information and direction in a clear, concise manner;
- Ability to maintain confidentiality and integrity related to all aspects of information disseminated within or external to the group;
- Project management skills with strong attention to detail;
- Excellent time management and organizational skills.
- Proficient in use of computer software tools such as Google Sheets, Doc, Canvas, spreadsheets

Experience

- Experience in leading crisis communications;
- Experience in coordinating a team of communications experts, and working with and coaching leaders;
- Relevant experience in communications (writing, editing, journalism, consulting and/or public relations);
- Experience in International school settings would be highly valued.