



Job Description

Admissions Marketing Coordinator

JOB TITLE: Admissions Marketing Coordinator

REPORTING TO: The Director of Admissions

ROLE OVERVIEW

The Admissions Marketing Coordinator works closely with the Director of Admissions to proactively recruit and retain high-caliber students in alignment with Woodstock's vision and strategic goals. This role focuses on marketing, student recruitment, relationship-building, and strategic outreach, ensuring a strong and diverse pipeline of prospective students.

The role requires expertise in digital and print marketing, brand visibility, promotional campaigns, event planning, and innovative programming to enhance Woodstock's admissions strategy.

KEY RESPONSIBILITIES:

1. Marketing & Brand Visibility

- Develop and manage Woodstock's digital and print marketing campaigns, in collaboration with the Communications Department.
- Optimize digital advertising, including Google AdWords, PMax campaigns, and social media marketing to increase inquiries.
- Create compelling graphic design and copy for promotional materials across multiple platforms.
- Track and analyze advertising effectiveness through key performance indicators (KPIs) and analytics.

2. Student Recruitment & Pipeline Development

- Lead strategic outreach initiatives to identify and engage with potential student markets.
- Develop and maintain strong relationships with feeder schools, educational consultants, and community organizations to generate a consistent flow of student inquiries.
- Establish and manage a structured pipeline to ensure sustained enrollment growth.
- Support the development of exchange programs and other innovative initiatives to enhance recruitment opportunities.

3. Strategic Outreach & Relationship Management

- Cultivate partnerships with educational agents, alumni ambassadors, and external networks to strengthen recruitment channels.
- Plan and coordinate on-campus, virtual, and international admissions events, including open houses, alumni gatherings, and admissions fairs.
- Engage with prospective families, providing timely communication and a high-touch admissions experience.



4. Scholarship & Financial Aid Engagement

- Assist in scholarship and financial aid processes by identifying quality candidates and developing culturally sensitive outreach strategies.
- Promote Woodstock's scholarship offerings through targeted marketing campaigns to attract deserving students.

5. Admissions Operations & Process Improvement

- Work with the Director of Admissions to evaluate and enhance admissions processes for greater efficiency and impact.
- Maintain accurate statistics and analytics to assess and refine recruitment strategies.
- Ensure seamless application processing and coordination within the admissions team.

6. Collaboration & Innovation

- Coordinate with internal teams to align admissions marketing with broader school initiatives.
- Bring creative solutions to recruitment challenges and explore new avenues for increasing student enrollment.
- Perform other duties as required by the Director of Admissions and/or the Principal.

QUALIFICATIONS & SKILLS:

- Bachelor's degree (or higher) in marketing, communications, business, or a related field.
- Experience in marketing, digital advertising, and graphic design/copywriting, preferably in an educational context.
- Excellent written and verbal communication skills with the ability to craft compelling messaging.
- Proficiency in Google AdWords, PMax, Canva, Adobe Suite, and social media management tools.
- Ability to multi-task, prioritize, and manage time effectively—especially while working remotely or traveling.
- Strong intercultural communication skills with cross-cultural awareness.
- Fluency in English; knowledge of Hindi or Korean is a plus.

APPLICATION DEADLINE: Applications will be reviewed on a rolling basis

HIRING PROCESS:

Interested applicants should apply through <https://my.hirehive.io/woodstock-school>

Shortlisted candidates will be interviewed by the hiring committee via Zoom

JOINING DATE: 1 July 2025