

**Job Title:** Admissions Officer

**Department:** BrandEd, Global Enrolment & Marketing

**Reports to:** Associate Director of Global Enrolment

**Location:** London – Currently Hybrid

**Salary:** £35,000-40,000

## **About BrandEd**

BrandEd is the holding company which houses Sotheby's Institute of Art, The School of The New York Times, and City Football Leadership Institute. We partner with the world's most iconic and premier brands to create innovative, compelling, experiential academic programs for pre-college students, master's degree candidates, and working professionals.

City Football Leadership Institute (CFLI) is the first of its kind – an educational endeavour backed by the global business enterprise behind Premier League champions Manchester City, MLS champions New York City FC, and 10 other football clubs around the world plus eSports and other related verticals. In this and other ways, City Football Group is creating a new business model for the sport industry and in partnership with BrandEd, hopes to substantively change the educational and professional development opportunities in the world of sport.

Founded in 1969, Sotheby's Institute of Art - London is among the world's leading postgraduate level institutions offering master's degree programmes and Semester, Summer and Short Courses in art scholarship, connoisseurship, and art business. Sotheby's Institute of Art - London has a partnership with the University of Manchester, which validates its academic courses.

This is an exciting opportunity to serve as a member of the Global Admissions and Recruitment team and to help increase enrolment across our range of programmes and courses with a particular focus on CFLI and Sotheby's Institute of Art. Candidates must be data-driven, possess excellent oral and written communication skills, and be effective team players. Strong reporting, organisational, and administrative skills are required. A flexible, proactive approach to work, meticulous eye for detail, and commitment to excellent customer service are also required.

## **Position Purpose**

The position will support admission and enrolment needs for Sotheby's Institute of Art and City Football Leadership Institute. Additional support to be provided to other BrandEd schools — The School of The New York Times and future partnerships — as necessary. The Admissions Officer will be an essential member of the admissions and recruitment team, with key responsibilities in data management, analysis, and reporting. The Admissions Officer will also be responsible for organizing admissions office communications, events, and a range of efforts

connected to outreach for Sotheby's Institute of Art and City Football Leadership Institute. The position reports to the Associate Director of Global Enrolment.

### **Essential Duties and Responsibilities**

- Perform extensive reporting and data analysis to draw conclusions, recognize trends, and provide comparative analysis to inform decisioning and actioning
- Draft communication templates and plans for sending to large lists of leads and prospective students, with particular attention to and consistency of tone, call-to-action items, and precision of information
- Review financial data to ensure accuracy of outstanding student balances, discrepancies in data or record-keeping, and accurately collate information for follow-up
- Perform regular checks to search for missing records, payments, or incorrect enrolment statuses and fix/report to appropriate channels in IT with proper documentation and follow-up
- Retain substantial amounts of information and course specifications regarding a wide range of programs and offerings, and analyse and understand how these programs are organized on an institutional level for reporting and data management purposes
- Coordinate outreach to existing and future partner organizations, professional associations, educators, etc., including researching and maintaining contact lists
- Collaborate with program teams and other admissions staff to facilitate and/or lead virtual and in-person events, as needed
- Work closely with marketing department and academic staff to develop, implement, and evaluate conversion plans which maximize conversion outcomes from inquiry to enrolment
- Organize and execute mailing of promotional materials for both admissions and marketing teams
- Maintain Institute information on external listing sites
- Coordinate handoff from admissions to academic and program teams

### **Preferred Qualities/Skills**

- Demonstrated experience with reporting, quantifying information, and analyzing data
- Experience with Salesforce preferred; core understanding of data architecture and how to quantify and visualize information in charts and graphs required
- Strong written and oral communication skills to provide a professional approach to customer service/admissions enquiries
- Keen sense of curiosity to learn and expand knowledge of a multitude of non-traditional course offerings as well as admissions and academic databases

- Willingness to work flexible hours as needs arise e.g., staying late to complete urgent work and assist with Institute events
- Ability to work under pressure, prioritize work, meet deadlines, and anticipate peaks in workflow
- Ability to work as part of a team as well as show initiative to complete tasks independently when required.
- Highly organized and detail oriented

Specific duties and responsibilities include the following, but the individual will also be expected to perform all the duties necessary which are customarily performed by a person holding this position. Other duties may be assigned.