

Job Description: Admissions Manager / Executive

EtonHouse International Education — Bhutan Campus (New Opening)

Location: Bhutan

Reports To: Brand & Marketing team at EtonHouse Global HQ Singapore / Admissions Director (HQ Singapore) & Local Principal

Employment Type: Full-Time

About the Role

The Parent Liaison Manager will work closely with relevant internal departments to market and promote EtonHouse International School to the local and international community, ensuring a seamless parent experience that aligns with the EtonHouse brand, values, and educational philosophy.

This is a **foundational role** combining admissions operations, sales pipeline management, and community engagement. You will be the primary ambassador for the school—guiding families from first enquiry through to enrolment while delivering a premium, relationship-driven experience aligned with EtonHouse values and Bhutan's **Gross National Happiness (GNH)** philosophy.

Understanding the EtonHouse Brand & Unique Selling Proposition (USP)

EtonHouse is a leading provider of international education headquartered in Singapore with a strong focus on inquiry-based learning inspired by the Reggio Emilia approach. Our philosophy nurtures curiosity, creativity, and critical thinking in a multicultural and globally-minded environment. We emphasize child-centric learning, research-led teaching practices, and high-quality bilingual education. The Parent Liaison Manager must embody and advocate for these core values, ensuring that prospective and current families understand and appreciate the EtonHouse difference. Additionally, the role requires a deep understanding of the educational landscape in Bhutan, including key competitor schools, their offerings, and how EtonHouse differentiates itself in the marketplace.

Key Responsibilities

Enquiry, Admissions & Pipeline Management

- Ensure the Parent Liaison Team (PLT) captures and manages all new enquiries (calls, emails, online leads, walk-ins, etc.) in the CRM system from the date of receipt.
- Ensure accurate and timely data recording, follow-ups, and lead nurturing to maximize enrolment conversions.
- Own the full enquiry-to-enrolment journey using HubSpot CRM
- Ensure all leads are captured and followed up within 1 working day
- Manage tours, applications, assessments, and onboarding
- Track pipeline health, conversion rates, and enrolment targets
- Maintain accurate data for monthly reporting and forecasting

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School Tours & Experience Day Events

- Lead the planning and execution of weekly school tours and experience day events showcasing curriculum, environment and learning.
- Manage RSVP lists, tour groups, event schedules, and logistics.
- Ensure school readiness, including cleanliness, setup, and coordination with catering services for refreshments.
- Train and guide school coordinators to deliver consistent messaging and branding during school tours.
- Collaborate with the academic and leadership teams to craft impactful parent presentations.
- Develop compelling admissions narratives, materials, and follow-ups
- Oversee post-event follow-ups to enhance engagement and conversions.

Customer Experience & Retention

- Provide exceptional customer service that reflects the EtonHouse culture and values.
- Develop and maintain a personalized parent engagement strategy, ensuring a smooth transition from inquiry to enrolment.
- Monitor and track student enrolment, agent referrals, and withdrawal trends, using insights to inform strategic decisions.
- Deliver and continuously enhance a **5-star admissions experience**
- Engage families in both **Dzongkha and English**

Community Engagement & Partnerships

- Build strong relationships with local organisations, preschools, and community networks
- Engage Bhutanese and expatriate families to drive referrals and enrolment
- Represent the school at events, education fairs, and networking platforms
- Align outreach with Bhutan's cultural values and GNH framework

Events & Marketing

- Plan and execute Experience Days, school tours, and engagement events
- Collaborate with HQ Marketing on bilingual campaigns and content
- Monitor campaign effectiveness and optimise conversion strategies

Tech and Professional Development

- Ensure CRM system accuracy and maintain up-to-date records to facilitate reporting and forecasting.
- Leverage CRM tools, such as sequences, workflows, and AI bots, to enhance engagement and conversions.
- Conduct training sessions for new and existing Parent Liaison Team members to maintain best practices in customer experience and technology use.
- Stay updated with the latest developments in education marketing, customer experience, and digital engagement tools.
- Actively participate in induction courses and professional development sessions provided by HQ.

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Team Leadership & Operations

- Train and mentor admissions team members on CRM, CX, and best practices
- Ensure consistent service standards and timely follow-ups
- Oversee admissions processes, documentation, and withdrawals

What We're Looking For

- Bachelor's degree in Business, Marketing, Education, or related field
- **5–6 years' experience** in admissions, sales, or customer-facing roles
- Proven ability to manage pipelines and drive conversions
- Hands-on experience with CRM systems (HubSpot preferred)
- Strong event planning and stakeholder engagement skills

Essential

- Fluency in **Dzongkha and English**
- Deep understanding of Bhutan's cultural and educational landscape
- Highly organised, proactive, and results-driven

Preferred

- International school experience (IB, Cambridge, etc.)
- Experience with expatriate communities
- Digital marketing and content experience

Why Join EtonHouse Bhutan

- Be part of a **pioneering school launch** in Bhutan
- Shape the admissions strategy and school community from the ground up
- Work within a global education group with strong HQ support
- Access professional growth and development opportunities