

Job Title: School Administrator

Position Overview:

As HEYA Education's School Administrator, you will play a pivotal role in establishing and maintaining the administrative functions essential to the school's operations. This is a dynamic and crucial position, integral to the success and growth of our newly established educational institution.

Key Responsibilities:

- Office and School Facilities Management:
 - Set up and manage the school's administrative office.
 - Ensure the physical facilities are well-maintained and conducive to learning.
- Student Records and Enrollment:
 - Oversee student enrollment, registration, and record-keeping processes.
 - Maintain accurate and up-to-date student records.
- Communication and Liaison:
 - Serve as a primary point of contact for students, parents, and staff.
 - Facilitate communication between school administration and various stakeholders.

Curriculum and Administrative Support:

- Provide support to teachers and staff in their administrative needs.
- Assist in the coordination of curriculum-related activities.
- School Event and Activity Coordination:
 - Coordinate and assist in planning school events, meetings, and extracurricular activities.
 - Ensure the smooth execution of school functions.

Financial and Budget Support:

- Assist with budget management and financial transactions.
- Handle billing, fee collection, and financial records.

Regulatory Compliance:

- Stay informed about and ensure compliance with educational regulations and standards.
- Assist in the preparation of reports and documentation for regulatory bodies.

Supplies and Resources:

- Manage inventory, order supplies, and maintain school resources.
- Ensure that educational materials are readily available.
- Safety and Security:
 - Implement safety protocols and security measures to protect students and staff.
 - Collaborate with local authorities and emergency responders when necessary.
- Ad Hoc Projects and Growth Initiatives:
 - Contribute to special projects related to school development.
 - Adapt to the evolving needs of a growing institution.

Qualifications:

- Bachelor's degree in education, administration, or a related field (preferred).
- Proficiency in office software and educational management systems.

- Excellent organizational and communication skills.
- Ability to work in a fast-paced and dynamic environment.
- Strong problem-solving and decision-making abilities.
- An understanding of educational policies and regulations is a plus.
- Prior experience in school administration is beneficial but not mandatory.

Working Conditions:

This role will be primarily based on the school premises. The school administrator may need to work flexible hours, including evenings or weekends, to support school events or activities.

Career Path:

As the school grows, opportunities for career advancement may include higher-level administrative positions, such as School Principal or Director of Administration, within HEYA Education.

Job Title: Marketing and Sales Specialist

Position Overview:

As a Marketing and Sales Specialist at HEYA Education Centers, you will work closely with the part-time Chief Marketing Officer (CMO) to execute marketing and sales strategies to promote our educational services. Your role will involve actively implementing marketing initiatives, creating promotional materials, managing events, executing campaigns, handling public relations, and overseeing our online presence on social media platforms.

Key Responsibilities:

1) Marketing Strategy Implementation:

- a) Collaborate with the CMO to implement marketing strategies that align with the school's objectives and mission.
- b) Execute marketing plans to drive enrollment and brand awareness.

2) Graphic Design and Content Creation:

- a) Develop visually appealing marketing materials, including brochures, flyers, posters, and digital assets.
- b) Create engaging and relevant content for various marketing channels.

3) Events Coordination:

- a) Plan, organize, and execute educational events, workshops, and open houses to attract potential students and parents.
- b) Coordinate logistics, invitations, and event promotion.

4) Advertising and Campaign Management:

- a) Manage advertising campaigns across various media platforms.
- b) Monitor campaign performance, analyze data, and make adjustments as needed to optimize results.

5) Public Relations (PR):

- a) Establish and maintain positive relationships with local media, influencers, and educational associations.
- b) Draft press releases and promotional content for media distribution.

6) Social Media Management:

- a) Create and curate content for social media platforms to engage with the school's audience.
- b) Monitor social media accounts, respond to inquiries, and track performance metrics.

7) Sales Support:

- a) Collaborate with the admissions team to support sales efforts by providing marketing materials and information.
- b) Assist in converting leads into enrolled students.

8) Market Research and Analysis:

- a) Stay informed about educational market trends and competitors.
- b) Analyze data to evaluate the effectiveness of marketing efforts and make data-driven recommendations.

9) Budget Management:

- a) Assist the CMO in managing the marketing budget, ensuring cost-effective initiatives.

10) Part-time CMO Support:

- a) Work closely with the part-time Chief Marketing Officer, taking direction and implementing marketing strategies.
- b) Provide regular updates on project progress and results.

Qualifications:

- Bachelor's degree in marketing, communications, business, or a related field.
- Proven experience in marketing and sales, preferably in the education sector.
- Strong graphic design skills and proficiency in graphic design software.
- Excellent written and verbal communication skills.
- Proficiency in social media management and digital marketing.
- Ability to work independently and as part of a team.
- Highly organized with a keen eye for detail.
- Knowledge of market research and data analysis.
- Flexibility and adaptability to changing marketing needs.

Working Conditions:

This role may involve a combination of remote and on-site work, depending on the specific marketing initiatives and events. It may require occasional evening and weekend work to support events and campaigns.

Career Path:

The Marketing and Sales Specialist may have opportunities for career advancement within the marketing and communications department, potentially leading to more senior roles such as Marketing Manager or Director of Marketing as the HEYA Education Centers grow.