



AMERICAN EDUCATIONAL ASSOCIATION

c/o AMERICAN EMBASSY

LA PAZ – BOLIVIA

Tel. (591 2) 2792302 – Fax. (591 2) 2797218

E-mail: acs@acslp.org - Website: www.acslp.org

Descripción del Puesto: Admissions and Marketing

Reports to: Business Manager

Classification: Administration

Background:

The Admissions and Communications professional play an essential role in advancing the mission and vision of AEA by actively contributing to student enrollment and fostering a positive public image. As a key member of the administrative team, this role reports directly to the Business Manager working closely with the Senior Leadership Team, contributing to the overall success of the institution. The role will engage in a diverse set of responsibilities covering admissions, marketing, communications, and alumni relations.

Duties and Responsibilities:

Admissions:

- Act as the primary point of contact for prospective families, providing comprehensive information on the admissions process and the academic advantages of studying at AEA.
- Conduct follow-up communications with prospective parents with the aim of increasing enrollment.
- Communicate detailed information on costs, admission procedures, and ensure a clear understanding of all requirements, particularly those for entering the US and Bolivian High School Diploma programs.
- Create and maintain new student files, collecting all necessary documents, and provide completed files to the appropriate grade level principals and Superintendent for admission review.
- Schedule WIDA and other admission tests, including screenings for KG3 and KG4.
- Collaborate with the Business Office to have all required contracts ready for new student registration, including admission, scholarship, capital fee, and tuition contracts.
- Guide accepted students' families through the registration and orientation process, ensuring its completion.
- Complete the admission format, reporting tuition categories, payment methodology, and any special contracts or circumstances related to admission to the Business Office.
- Provide information on the processes for admitting children to the Bolivian Education System, including document legalization through a Bolivian Consulate Abroad or apostille, convalidación through the Bolivian Cancilleria, and homologación through the Bolivian Ministry of Education.



AMERICAN EDUCATIONAL ASSOCIATION

c/o AMERICAN EMBASSY

LA PAZ – BOLIVIA

Tel. (591 2) 2792302 – Fax. (591 2) 2797218

E-mail: acs@acslp.org - Website: www.acslp.org

- Offer continuous and precise updates on enrollments to Level Principals, Superintendent, Business Office, and the Marketing Committee.
- Communicate with embassies and international organizers to assist relocating families.
- Ensure availability of ACS folders for prospective families containing school profiles and calendars.
- Respond promptly to enrollment-related emails, phone calls, questions, etc.
- Organize new family welcomes and orientations.

Marketing:

- Implement Marketing Goals and strategy for the whole school considering the school strategic plan and important dates calendar.
- Develop an annual Marketing Plan that promotes and develops the image and reputation of AEA.
- Create marketing materials for publication and special events.
- Develop slideshows for the ACS screen at the office.
- Solicit and present quotes required to implement the marketing plan.
- Monitor and manage the budget allocated for marketing purposes.
- Assist in organizing events to attract new families and promote the school within the community (Open Houses, Special Events, etc.).
- Support school events that showcase strengths.
- Arrange and keep updated the publication of events in social and local media.

Events:

- Assist to all school events to take pictures and share them in all social media.

Communication:

- Facilitate community communication through the use of social media(all platforms).
- Collaborate with the Cougar Hub, webpage, etc.
- Oversee and maintain continuous dialogue and communication with key internal and external stakeholders.

WebPage:

- Manage the ACS webpage, ensuring accuracy of content.
- Continuously update the webpage and work with stakeholders to improve and update content.

Alumni Relations:

- Maintain and update an alumni directory/database.

Other:

- Manage school IDs and photos, developing a more defined policy on IDs.



AMERICAN EDUCATIONAL ASSOCIATION

c/o AMERICAN EMBASSY

LA PAZ – BOLIVIA

Tel. (591 2) 2792302 – Fax. (591 2) 2797218

E-mail: acs@acslp.org - Website: www.acslp.org

- Perform any other duties as requested by the business manager and/or Senior Leadership Team.

Professional Requirements:

- Bachelor's degree in Marketing, Communications, Business Administration, or related field.
- Any additional professional certifications in admissions, marketing, or related fields are advantageous.
- Previous experience in admissions, marketing, or related roles preferred.
- Strong organizational and communication skills.
- Familiarity with social media platforms and marketing tools.
- Ability to work collaboratively with diverse stakeholders.
- Proficiency in managing web content and using relevant software.
- Flexibility to adapt to the dynamic needs of admissions and marketing processes.
- Understanding of alumni relations and database management.
- Proficiency in English (both oral and written) is required

ACS Calvert places the highest priority on creating a safe and nurturing environment for all students. As part of our commitment to child protection, it is imperative for candidates applying for the position to understand and adhere to the following: Child-Safe Practices, Background Checks, Training and Awareness, Supervision and Monitoring, Professional Boundaries, Reporting Obligations.

By applying for this position, you acknowledge that you have read and understood these child protection expectations and agree to adhere to them throughout your employment with ACS Calvert.