



Munich International School (MIS), based in Starnberg, South of Munich, is an outstanding and innovative international school for more than 1250 students aged 4-18 from more than 65 countries. Inspirational faculty and staff create an exceptional learning environment that motivates all students to be globally-minded, academically successful, well balanced and prepared for future challenges and responsibilities.

We are looking for a

Director of Advancement (m/f/d)

As a full-time position, beginning as of August 1, 2020.

Position description:

The Advancement Office is often the first opportunity for Munich International School to present itself to potential students and families, to visitors, and to the local and global community. The Director of Advancement (hereafter "DoA") provides strategic leadership in developing, improving, and maintaining the School's programmes to drive increasing enrollment, philanthropic giving, and a positive school image in both the school-internal and school-external communities. The DoA leads and manages all personnel and programmes in the areas of marketing, admissions, communications, alumni development, and philanthropic giving, which includes, currently, six full-time professionals dedicated to the department and reporting to the DoA.

Responsibilities include, but are not limited to:

I. MARKETING

- **Strategy:** Develop and implement a strategic marketing plan that attracts new families, students, and partnerships to the School.
- **Impact:** Oversee and guide the development and implementation of marketing opportunities for school advancement in the local and global context that lead to increasing inquiries, applications and enrollments.
 - **Website and e-marketing:** Plan, develop, and oversee the management of the School's website and other e-marketing tools.
 - **Marketing collateral:** Plan, develop, and oversee the management of appropriate and effective marketing collateral and publicity materials.
 - **Advertising:** Plan, develop, and oversee the deployment of all types of advertising campaigns and media for the School.
 - **Exhibitions and recruitment fairs:** Plan, develop, and oversee the execution of the School's participation in marketing exhibitions and student/family recruitment fairs.

- **Events:** Plan, develop, and oversee the production of all kinds of school and community events intended to foster a positive perception and experience of the School.
- **Personnel:** Lead, motivate, and manage all members of the marketing team and ensure that they execute all aspects of the School's marketing strategy and that they project our values, mission, and unique characteristics through both formal and informal marketing channels.
- **Corporate Relationships:** Establish, cultivate, and continuously nurture relationships with key corporate and organisational partners to MIS in order to increase the standing of the School and attract greater resources and interest.

II. ADMISSIONS

- **Strategy:** Develop and implement a strategic admissions plan that incorporates data from the socio-economic landscape of the region and drives increasing enrollment through targeted actions across a range of domains within advancement.
- **Personnel:** Lead, motivate, and manage all members of the admissions team and ensure that they execute all aspects of the School's enrollment strategy and that they project our values, mission, and unique characteristics through our admissions processes and activities.
- **Processes:** Oversee the refining and improvement of the full range of admissions processes, systems, and infrastructure in order to improve the experience for prospective and current families and ensure efficiency, accuracy, and security of data, including:
 - Management of inquiries and visits to the campus, including open days
 - Management of applications, offers, conditional offers, and related communication with families
 - Review and assess student applications in accordance with the School's admissions policies, in consultation with section Principals
 - Management of annual student re-registration process
 - Management of events that support the admissions and orientation process for students and families
- **Reporting:** Gather, analyse and report upon admissions and related data regularly to inform the Head of School and Board of Directors of the school's enrollment status and opportunities to increase enrollment and respond to potential decreases

III. COMMUNICATIONS

- **Strategy:** Develop and implement a strategic communications plan that defines specific communications goals and results in a positive, robust and market-leading image for the school in both the School's internal and external communities.
 - Construct this strategic plan to make optimal use of available budget and resources.

- Progressively shape this strategic plan to make optimal use of developing digital communication technologies, including the full range of social networks and other digital platforms.
- **Media relations:** Establish, cultivate, and continuously nurture positive relationships with local media outlets (including individual journalists, civic organisations, news organisations, etc.) so that media coverage of the School is frequent, positive, and aligned with our USPs.
- **Promotional events:** In collaboration with the PTV (parent association), the MIS Foundation, and other MIS-affiliated organisations plan, execute, and continuously improve a range of promotional events for both the School's internal and external communities.
- **Consultation:** Advise the Head of School, the MIS Board and its committees, and others as requested by the Head of School on communications planning so as to help accomplish the objectives of the school.

IV. ALUMNI DEVELOPMENT

- **Community:** Grow and develop a highly connected and engaged community of former students, families and School employees to advance the mission of MIS.
- **Events:** Oversee the planning, development and execution of events intended to strengthen the relationship between MIS and its former students, families, and School employees.
- **Advocacy:** Recruit alumni to support the School in a wide range of services, including as volunteers, advocates for the School, donors, and liaisons with further potential partners.
 - Ensure that data concerning the participation and engagement of alumni is gathered, analysed and reported upon, in order to support increasing levels and quality of interactions between alumni and the School.

V. PHILANTHROPIC GIVING

- **Leadership:** Provide strategic guidance and data-supported advice on activities and initiatives that will result in financial gifts from individuals, families, organisations and partners in the internal, external and wider community.
 - Take lead on planning, organising, executing and evaluating initiatives and events to drive philanthropic giving to MIS.
 - Proactively cultivate relationships with partners in the community (friend-raising) who have significant potential to become benefactors of the School.
 - Research opportunities for increasing charitable giving to the School, and provide advice and consultation to the Head of School, relevant Board committees, and the designated partners in the community who are involved in promoting philanthropic giving to MIS.



Preferred experiences, skills and personal qualities:

- Ability to lead strategic planning and strategy implementation in the areas of marketing, admissions, communications, alumni development, and philanthropic giving.
- Ability to inspire and motivate employees and other partners to give their personal best for the benefit of MIS.
- Exceptional communication skills, including the ability to speak at formal events and confidently and competently serve as the chief representative of the School to leaders and representatives of other organisations.
- Ability to build positive rapport and mutual trust with a wide range of stake-holders and partners both within and beyond the school community.
- Strong organisation and process management skills.
- Fluency in the English language (oral and written) is essential.
- Proficiency in the German language (oral and written) is highly desirable.
- Strong proficiency in a range of information and communication technologies.
- Positive, energetic, out-going person who enjoys building relationships with a range of diverse people.
- Commitment to life-long learning and strong interest in the education and well-being of young people.

What we have to offer:

- An exciting position in a unique, international environment
- A modern workplace with exceptional resources
- Remuneration: competitive monthly salary, 13th month salary, holiday bonus
- Contractual terms: 2 years initial contract

Application Procedure:

Candidates should send their application to employment@mis-munich.de.

Please check the details on our home page (<http://www.mis-munich.de/Current-Vacancies>).

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