

RECRUITMENT SUMMARY

Job Title	Creative Designer
Department	Admissions, Marketing and Communications
Line Manager	Director of Admissions, Marketing & Communications
Start Date	October 2021
Position Type	New / Replacement
Staff Type	Local
Salary Range	RMB 100,000~144,000 / year

OVERVIEW

LEH International School Foshan is open to students aged between 10 and 18. Its sister school, Lady Eleanor Holles School in Hampton, London was established in 1710 and consistently achieves outstanding academic results. In 2020, 96% of the students achieved grades A*-B at A Level and 95% grades A*-A (levels 9-7) at GCSE. Over 10% of the students attained a place at either Cambridge or Oxford University.

LEH International School Foshan follows the footsteps of its sister school in providing an holistic British education to young people with a particular focus on their pastoral care. The students also have the option of weekly or termly boarding to take advantage of the School's extensive facilities.

This is an exciting time for a creative, driven and highly motivated person with excellent design and visual communications skills to join the Admissions, Marketing and Communications team. The successful candidate will promote the School to prospective parents and students in a visual way, ensuring the School's USPs and values are clear delivered to the families. The post-holder will have opportunities to learn and make a significant contribution to the future success of the School.

THE POST

I. Background

The Creative Designer shall mainly be responsible for creating and maintaining public-facing marketing strategies to build up the LEH brand image and directly impact the Admissions efforts to attract and retain prospective families. He/she will report to the Director of Admissions, Marketing and Communications.

II. Job Responsibilities

Multimedia Design & Create (65%)

- Design layouts for digital & print materials, various visual assets delivery with an emphasis on LEH Foshan's brand core values and the School USPs;
- Formatting marketing materials such as thought leadership, brochures, flyers, banners, event materials and presentation materials, advertisement and brand identity collateral;
- Providing knowledge of materials, production process and sampling;
- Providing ideas and drafting the contents for school marketing channels and materials;
- Photo shooting, video editing and motion design to support enrolment marketing strategy;
- Working with the team members to set up and manage digital advertising campaigns to drive admissions enquiries;
- Assisting to identify new advertising channels and strategies when appropriate;
- Story boarding, campaign creation and execution;
- Continuously look for ways to improve school social presence in the digital marketing area;
- Coordinating with school vendors to ensure all the marketing materials are of the right quality.

Marketing (25%)

- Updating and maintaining all school digital marketing channels, including website, newsletter, WeChat, LinkedIn, Facebook, Twitter, Instagram, Weibo, Tiktok, WeChat Channels, Zhihu, Souhu etc.;
- Managing the stock of all marketing collateral and creating systems to identify when stock needs to be replenished;
- Be responsible for the school publicity stands and other event support material - ordering new stock as required and ensuring the supply of stock to events;
- Assisting in planning and organising school events including International Day, Open Days, Parents University, Meet the Head Master, School Exhibitions etc.;
- Assisting the Admissions Team with Open Mornings, Coffee Mornings, Exhibitions and School Tours as required;
- Supporting the academic team in preparing visual materials for Book Week, Parent-Teacher Interview, Subject Competitions, Artwork Exhibition etc.;
- Preparing marketing materials for prospective parent visits and events.

Other (10%)

- Liaising with other relevant departments (facility, finance, academic, administration, boarding etc.) regarding school events, decorations, vendor contract etc.;
- Assisting with document translation as necessary;
- Supporting other team members when required.

III. Requirements



LEH
INTERNATIONAL SCHOOL
FOSHAN

Staff Recruitment Form

Responsible person(s): **Director of Admissions, Marketing & Communications**

LEH International School, Foshan is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. All applicants must be willing to undergo child protection screening, including checks with past employers and the Disclosure and Barring Service (DBS), International Child Protection Certificate (ICPC) or equivalent.

Essential:

- Bachelor's degree and above, majored in visual communication, communications or multi-media design preferred;
- Proficiency in Illustrator, Indesign, Photoshop and Premiere (Applicants should attach a link to previous design portfolio);
- Understanding of visual elements (layout, type and fonts) and attention to details;
- Self-motivated and can work under pressure with deadlines;
- Fluent in English and Chinese to communicate with an international team and target global audiences;

Preferred:

- The motivation to maintain and improve design standards;
- Experience in building H5, website and video editing;
- Strong new media operation and copywriting skills;
- Experience in a multi-national company or an education environment.

If you are interest in this post please send your application to HR@leh-foshan.cn