

Development Director

Job purpose (Overview)

The Development Director is responsible for the school's growth strategy and sits on the school's Senior Management Team. Leveraging the school's dynamic and innovative community, the Development Director promotes and enhances the school's creative and positive brand.

Working alongside the school's Executive Committee, the Development Director sets annual strategic growth plans and manages programs and initiatives to achieve, measure, and report outcomes from the growth plans. Outcomes may include improving enrollment, brand perception, internal community management and communications, smooth operation of marketing/admissions processes, social media engagement, partnerships, and extra curricular sign ups.

The Development Director reports to the school's Managing Director, the Executive Committee, and the Board of Directors and is supported by a team of four.

Key Duties and Responsibilities

- Leverages a dynamic and fun school environment to positively and creatively promote the school.
- Undertakes an extensive discovery process in preparation for developing the annual growth strategy, collecting and using analytics such as market, business, and customer data.
- Works collaboratively with executive management to develop annual growth strategy.
- Implements programs and initiatives from the annual growth strategy. Measures and reports on these initiatives.
- Independently manages a team of four toward high performance outcomes.
- Develops, monitors, and maintains policies and procedures for the marketing and admissions departments and communicates these to staff, as necessary.
- Oversees the process of student enrollment from application to admission to withdrawal.
- Brand guardian, ensuring all school communications are consistent and high quality.
- Produces marketing collateral, such as brochures, videos, and other items to promote the school and school initiatives.
- Manages the school website; manages staff and parent portals.
- Manages social media strategy and platforms (Facebook and Instagram).
- Develops, maintains, and monitors business analytics that help drive market strategy.
- Produces monthly reports on enrollment statistics (i.e. enrollment, inquiries, applicants) for Senior Management Team.
- Prepares ad-hoc reports to agencies such as the Education Bureau, WASC (accrediting body), or any other body.
- Builds relationships with relocation agents referring students to the school.
- Meets regularly with parents to understand the school and school market. Conducts parent surveys as necessary.
- Presents booths at international school festivals and represents the school at each festival.
- Maintains general knowledge of school activities, programs and requirements.
- Process debenture applications as well as the point of contact for debenture related questions
- Works closely with the finance manager regarding the sale and resale of a debentures.
- Builds department capabilities, as needed.



Required Qualifications

- A Bachelor's Degree in Marketing, Sales, Business and/or Communications
- 10+ years of working experience
- Excellent organizational skills and ability to prioritize and manage tasks
- Excellent interpersonal and communication skills

Strongly Preferred

- School experience, especially progressive educational ideals
- Cantonese and Mandarin speaking and/or writing
- Computer literacy (Apple, Microsoft Office, and Google Suite)
- Proficiency/experience with social media marketing
- Entrepreneurial/startup experience or entrepreneurial spirit; strong bias for action
- Experience leveraging creative assets to drive business outcomes
- Storytelling through video production
- Data-oriented decision maker
- Creative thinker

Reports To

- Managing Director
- Executive Committee
- Board of Directors

Direct Reports

- Associate Marketing Director (Part-Time)
- Events and Extra-curricular Programs Manager
- Communications Officer
- Admissions Officer

Application

If you are interested in applying for the post, please complete the [application form](#). Personal data collected will be used for recruitment purposes only.

Safeguarding

The Harbour school is committed to safeguarding and promoting the welfare of children. All posts at the school are subject to rigorous background checks.