



Shanghai Community International School
上海长宁国际外籍人员子女学校

Director of Marketing and Communications

Search Announcement:

Shanghai Community International School (SCIS) seeks a Director of Marketing and Communications to begin September 2022. The SCIS community is seeking applications from individuals motivated to advance best practices and foster employee engagement. The Director of Marketing and Communications needs to be able to serve and connect with a diverse and dynamic community. The ideal candidate for this position will need to be able to manage the inherent challenges while still maintaining the personal and intimate approach in line with the culture of the school. In addition, as a member of the System Leadership Team, this position will be a key driver in the refinement and implementation of the components of the school's strategic vision.

School Description:

Founded in 1996, SCIS is a private, not-for-profit co-educational institution with over 1,550 students from over 65 countries ranging in age between 2 and 18 years. SCIS operates two Nursery to Grade 12 programs on three campuses spanning both sides of the Huangpu River of Shanghai. SCIS is fully accredited by the Western Association of Schools and College (WASC). SCIS is one of the first international schools in Shanghai to become fully authorized as an International Baccalaureate (IB) Continuum World School. SCIS is a proud member of the East Asian Regional Conference of Schools (EARCOS) and the Association of Chinese and Mongolian International Schools (ACAMIS).

Position Description:

The Director of Marketing and Communications is a valued partner and trusted adviser to SCIS leaders and managers, and whose core duty is to bring these functions together, cementing a unified school brand.

The role will define, distill and project the core market proposition and distinctive characteristics of the School, delivering a tangible improvement to the reputation and image of the School regionally, nationally and internationally.

This is an exciting and challenging role, covering a broad span of relationships from external relations, including print, social and digital marketing to internal communications, including parent networks, events, alumni relations and community affairs.

This role reports to the Director of Schools and collaborates closely with the System Leadership Team (Director of IT, Operations, Personnel, and the Ed Leadership team). This position will also directly supervise the marketing and communications department, currently a staff of six.

The overall purpose of this position is to develop the School's public positioning and profile, engaging and influencing audiences locally, nationally and internationally, promoting our key messages and the institutional narrative, whilst ensuring the School brand is nationally recognized and embedded consistently across the institution.

Qualifications:

- Degree in Marketing, Communications or related field.
- Extensive knowledge of the challenges facing the sector
- Requires advanced knowledge of the principles and practices within the sales/marketing/communication profession
- Minimum 8 years of sales, marketing, or communication work
- Excellent copywriting skills and strong connections with local and international media outlets.
- Exposure in China coverage with a good understanding of local trends
- Superior organizational and communication skills



Shanghai Community International School

上海长宁国际外籍人员子女学校

- Excellent command in both verbal and written English, as well as some skills within Mandarin to support the School's campaigns in both languages.
- Strong media, presentation and computer skills
- Knowledge in using digital and social media trends and tools to influence the sales life cycle
- Self-starter, creative, team-oriented, detailed-oriented and organised.
- International experience would be looked upon favorably.

Preferred Skills and Experience:

- Strong understanding and knowledge of leadership practices in international organizations.
- Ability to establish effective working relationships with faculty, staff, students, parents, and community members.
- Ability to communicate effectively both orally and in writing to a wide range of audiences.
- Ability to support a collaborative and dynamic culture throughout the system and represent a sincere appreciation for the host country culture.
- Proven skills in strategic planning, establishing relationships, and networks within the international education community.
- Proven skills and abilities as a visionary who demonstrates leadership, resourcefulness, flexibility and creativity in identifying innovative solutions.
- Ability to conduct productive meetings.

Performance Responsibilities:

Strategic Planning

- Creates an annual Marketing Plan that will increase and develop awareness and positive perception of the School, its activities, brand, and personnel.
- Is responsible for the overall planning and supervision of the Brand Partnerships & Communications functions, including the budget, and proactively manages the annual calendar of events.
- Develops strategies through review of competitive data, demand analysis and mix management.
- Prepares, implements and compiles data for the strategic marketing plan, monthly reports, annual goals, marketing budget, forecasts and other reports as directed/required.
- Networks with established organizations such as embassies and chambers of commerce to build creative and mutually beneficial relationships that positively impact on strategic and tactical business development, whilst also looking for new markets to tap
- Executes and uses proven strategies to ensure school events and partnerships are inclusive, innovative and thoughtful representative of the SCIS brand and relevant to the School's positioning, whilst providing a unique opportunity for brand enhancement and increased revenue.
- Contributes to the development and achievement of SCIS' medium and long-term strategy, ensuring effective inclusion of key people and culture considerations
- Reads and understands the broader business environment and provide expert and informed analysis and strategic advice to ongoing operations and expected decisions
- High level analysis of key people data and trends in support of strategic priorities, advising an appropriate course of action as required.
- Oversees the responsibilities of the marketing and communications department to ensure congruency in goals, consistency in delivery, and compelling outcomes

Child Safeguarding Standards

- Responsible for understanding and applying the Schools Child Safeguarding Policies and Procedures, including identifying and addressing risks, identifying child abuse indicators, management of disclosures, reporting including mandatory reporting and complying with the school's policies

SALARY AND BENEFITS:



Shanghai Community International School

上海长宁国际外籍人员子女学校

Salary is competitive and will be commensurate with qualifications and experience of the successful candidate.

Application Process:

Candidates should note that, in the event an outstanding applicant is identified early in the search process, SCIS reserves the right to make an appointment before the deadline mentioned above and to bring the search to a close.

Candidates should email the information requested below as a **single document in PDF** format to our Human resource department btsai@scis-china.org. The **subject line** should read Director of Marketing and Communications Application and the applicant's name. The application should include:

- Cover letter of application
- Photograph
- Résumé
- A list of references (at least three) - the list should include names, positions, and current email addresses