



## MARKETING AND COMMUNICATIONS MANAGER JOB DESCRIPTION

<b>Job Title:</b>	Marketing and Communications Manager
<b>Line Manager:</b>	Head of Marketing and Admissions
<b>Job Grade:</b>	G6

### Purpose of Job

- To develop and supervise an efficient and proactive corporate marketing department that reflects the school and its activities according to the school mission and ethics.
- To ensure that communications between the school and various external shareholders are clear and productive. Under the direction of the Head of Marketing and Admissions, performs interpreting / translation between English and Chinese in a variety of settings; and performs other duties as required.

### Duties and Responsibilities

#### Branding and Enrolment

- To develop and implement marketing plans that include but are not limited to PR, advertising and stakeholder engagements
- To develop strategies and contacts to raise the school profile and promote school events to the wider public
- To market to appropriate target markets for student recruitment
- To monitor branding to ensure consistency and appropriateness
- To monitor and keep abreast of Harrow Shenzhen's market position including but not limited to way parents and students are selecting, or not selecting, Harrow shenzhen and risk factors around the school's market position.

#### Media Relations (Online and Print)

- To handle and advise media requests and develop appropriate relationships and responses
- To develop press/promotional material in both English and Chinese
- To identify and, where appropriate, pitch media opportunities for the school
- To develop and maintain a media database and forge relationships with key media stakeholders
- To prepare and submit announcements regarding news and events concerning the school. Supervise upload of online material with Marketing Officers.

#### Event management

- To plan marketing/admissions events(both online & offline) according to the recruitment cycle and needs
- To coordinate events and liaison with faculty, media, and parents, etc.
- To report and analyze the event effectiveness, actively propose ways to improve the event execution

#### Publications

- Editing, production and issuance of school materials in conjunction with departments/staff concerned.

#### Networking

- In conjunction with Head of Admissions and Marketing, to visit companies and offices of high profile businesses to market and promote the school and to develop corporate agreements
- To visit embassies and develop good relationships
- To manage social connections with media, companies and parents in person and through online and social media platforms (in partnership with Marketing Officers).

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### Internal Communications

- Manage requests of academic staff for marketing, promotional material and event planning. Managing timelines and deadlines

### Translation and Interpretation

- Handle all confidential translations
- Interpret for confidential meetings and matters related to communications such as PPPs
- Oversee the outsourcing of other translations as required
- Proofread to ensure that the quality of translations sent out by the school remains high particularly on matters of importance.

### Communications

- To assist in the development and implementation of policies, procedures and systems related to communication between the school, the Shenzhen community and wider Chinese society
- To keep abreast and inform the school of developments in communication and how they might impact on the school's own communications
- To develop the mechanisms by which to produce a monthly Parent Communications Report drawing on feedback from academic support staff, parent hotlines, admissions staff and various parent committees.
- Produce said monthly report on Parent Communications.
- In cooperation with the Head of Marketing and Admissions make recommendations to improve communications between parents and the school
- Oversee admin support teams with regards to parent communication
- Assist the SLT to implement the school Communications Plan
- Provide training on interpreting, communication skills and customer experience as required

### Requirements

#### Minimum Academic Degree required

Qualified to degree level in a relevant subject.

#### Professional skill and knowledge required

- Professional knowledge of interpreting and translation.
- Knowledge of the principles and techniques of effective verbal and written communication in the English language.
- Ability to communicate effectively with internal staff and the general public.
- Considerable ability to deal courteously with the public, supplying general information and direction in a clear, concise manner.
- In-depth knowledge of the international school market in China and Shenzhen.
- Outstanding time management and problem solving skills, result driven, strategic and attention to details.
- Able to meet deadlines, pro-active, creative, dynamic and can handle work under pressure.
- Good communication, presentation, leadership, people and project management skills.
- Possess digital and social media skills.

#### Experience

- At least 3-5 years successful experience in a comparable role.
- Experience in an International school settings would be highly valued.

#### IT Skills

- Microsoft Office and knowledge of relevant softwares.



- A knowledge of modern technology and social media
- Familiar with using word processing, databases, powerpoint, and web applications including, e-marketing, surveys, e-discussion groups, etc.

**Language**

- Excellent Chinese and English

Education is an ever-changing service and all staff are expected to participate constructively in school activities and to adopt a flexible approach to their work. Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. The post holder will be expected to comply with any reasonable request from the line manager to undertake work of a similar level that is not specified in this job description. This job description may be amended at any time following discussion between the line manager and member of staff, and will be reviewed annually during the appraisal process, and will be varied in the light of the business needs of the school.

*Harrow is committed to the safety and protection of children.*

*All employees are expected to comply with our School Child Protection and Safeguarding Policy.*

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