

## HEAD OF GOVERNMENT AFFAIRS JOB DESCRIPTION

<b>Job Title:</b>	Head of Government Affairs
<b>Line Manager:</b>	Chinese Principal
<b>Job Grade</b>	G7

### Purpose of Job

- To advise the Chinese Principal regarding all aspects of national policies and trends in international school and private school industry in China; ensure Harrow Shenzhen's compliance with Chinese laws, regulations, and policies.
- Liaise with Chinese education authorities at various levels such as municipal and district level on school operational according to the local MOE rules and regulations.
- Accountable for the overall relationship building with students' parents through framing, developing, and delivering consistent, accurate, articulate, and positive messages on behalf of Harrow International School and Private School Shenzhen.
- Responsible to convey Harrow's mission, vision and strategies to parents of students through daily interactions with them.

### Duties and Responsibilities

#### Compliance with local rules and regulations

- To advise Principal regarding Chinese International School and Private School development and Harrow Schools Shenzhen Compliance with Chinese laws, regulations and policies
- To supervise the registration and ensure all legal documents of the school. i. e. licenses are update to date.
- To advise Principal with regards to Chinese culture, values and identity as expressed in the visible and invisible curricula of the Chinese education authorities.
- To promote understanding between Chinese and non-Chinese members of the school community.
- Legally responsible for all academic and educational issues teaching in the school.
- Legally responsible for all school terms and yearly academic report to the local education bureaus.

#### Public relations and marketing

- Promote understanding between Chinese and non-Chinese members of the school community and build – up positive relations between the senior members of staff with governors and HIMS; the school and Chinese government departments and agencies; and the school and external organizations, institutions and public figures.
- To promote relationships between the school and the local community, particularly local Chinese schools and local government offices.
- Provide advice to the marketing office and Admission office on how to address the public concerns especially the potential students' parents through the most effective communication channels.

#### Manage parents' communication strategy



HARROW  
INTERNATIONAL  
SCHOOL  
哈罗国际学校

SHENZHEN QIANHAI 深圳前海



HARROW  
INNOVATION LEADERSHIP  
ACADEMY  
哈罗礼德学校

SHENZHEN QIANHAI 深圳前海

- Working closely with academic staff, Extra-curriculum, House of academic leaders and marketing staff, synthesize and deliver key messages from the School to the parents of students and manage expectation of them.
- Responsible for clarifying, directing, and mainstreaming the parents' attention to school issues through various channels such as We-chat, newsletters and daily communication with them, including school events, L&L Department initiatives and university application issues.

### Curriculum

- Provide advice on the design and improvement of the international school and private school curriculums meeting the requirement of Chinese Education Committee.
- Advise Principal regarding the provision of educational facilities as specified by the Chinese Education Committee.

### Key performance indicators for this position (KPIs):

- Satisfaction of parents on messages delivered to them. i.e. efficiency and accuracy in communicating key school messages to parents
- Number of complaints and praises from parents
- Quality of messages conveyed to parents and government authorities through various channels
- Quality of report writing and data collected including translation between Chinese and English
- Selection of right channels for right messages
- Collaboration effectiveness with academic staff, marketing and admission staff – feedback from them
- Understanding, relaying, and applying local government and educational policies and regulations to schools timely and accurately

## Requirements

### Education, training and qualifications

- Bachelor's degree in communication, public relations or relevant areas.
- Demonstrate at role model level the Code of Conduct of Harrow School staff.
- Demonstrate the ability to adapt and assimilate to Harrow Shenzhen' culture and at the same time appreciate the local culture.
- The ability and willingness to inspire others; leading by example, role modelling the School's vision statement: Leadership for a better world in relationships with students, colleagues and parents.

### Knowledge and experience

#### Mandatory

- Knowledge of various channels of communication with external stakeholders, i.e. newsletters, we-chat etc.
- In-depth understanding of academic curriculum adopted by Harrow school worldwide
- Knowledge of both western and Chinese culture as well as the ability on cross-culture communication
- Knowledge of health and safety issues of students
- Knowledge of school specific tools and facilities to manage information collection, consolidation and storage
- Strong report writing skills



- At least 5 years' working experience in international school environment focusing on communication and student service area.
- Microsoft Office and knowledge of relevant softwares.

**Desired but not mandatory**

- Experience in fields of government affairs or in marketing and public relations.

**Other**

- Proficiency in spoken and written English and Chinese
- A non-criminal record issued by police authorities must be provided by the selected candidate

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 safeguarding of children.*

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