



SHREWSBURY INTERNATIONAL SCHOOL

HONG KONG

Position: Marketing Manager

Shrewsbury International School Hong Kong opened in 2018. A primary school, we provide almost 1,000 places for children aged between 3 and 11 years old.

Operating within a world-class and purpose built facility, students and teachers enjoy wide access to our swimming pools, sports hall, dance studio, gymnastics centre, auditorium and recital suite. These spaces, among others, have been designed bespoke for primary aged children.

The school enjoys an advantageous setting in Tseung Kwan O - easily accessible by road and MTR, it also benefits from the strongest of partnerships with Shrewsbury School in the UK (www.shrewsbury.org.uk).

Key Responsibilities:

The Marketing Manager reports to the Principal and is responsible for the full breadth of the marketing function of the school.

The successful candidate will:

- Work closely with the Regional Director of Marketing and the Principal to formulate the school's marketing strategies, annual marketing plan and budget ensuring:
 - Plans are aligned with the school's enrolment objectives
 - The school's key audiences in Hong Kong, Mainland China and internationally are identified and targeted
 - Marketing initiatives are evaluated and prioritised taking account of resources available

- data and reasoning supports marketing strategies and initiatives
- Implement effective targeting and promotion to the school's target audiences through; social media, events, networking, school and other websites, internet search, community advocacy, networking and print media
- Ensure marketing expenditure is in accordance with the annual budget ensuring best price and value for money is obtained
- Provide insight, advice and direction to other school members on marketing best-practice and the favourable presentation of the school
- Provide marketing reports to the School Management Committee, Executive Committee and the Board of Governors
- Work closely with the Admissions team to track enquiry leads from marketing campaigns and initiatives to ensure follow-up
- Ensure the school's adherence to the brand style guide and licence
- Play an active role in the wider school community in promoting the school, developing effective relationships with key stakeholders: Investors, the School Management Committee, the Board of Governors, Parents, Students and Staff.

Professional Expectations:

The successful candidate will:

- Possess a marketing or marketing-related qualification
- Have a demonstrable track record of delivering marketing strategies successfully
- Possess good communication skills being able to present effectively
- Able to create quality marketing concepts and material
- Be an enthusiastic, motivational and collaborative team player
- Be a proactive in identifying marketing opportunities
- Thrive in a target-driven environment and be capable of working effectively to multiple simultaneous deadlines
- Lead by example in setting standards of work with attention to detail, punctuality,

promptness and neatness

- Be able to prioritise, delegate and manage work effectively
- Be a confident and proactive networker

Child Safeguarding:

Shrewsbury International School is fully committed to safeguarding and child protection. The successful candidate will be required to attend bespoke training, promote the welfare of students in the school and report any concerns that they have to a Designated Safeguarding Lead.

Requirements:

- Formal proof of identity with photo ID
- Satisfactory criminal record check
- 2 signed, confidential references before the start of contract
- Verification of original qualifications and work experience