



HARROW
INTERNATIONAL SCHOOL
哈罗国际学校
SHANGHAI 上海

DIRECTOR OF COMMUNICATIONS AND DEVELOPMENT

JOB DESCRIPTION

THE ROLE

This is an exciting opportunity for an experienced and highly skilled communications professional who is clearly able to work effectively with a variety of stakeholders and to build on some very strong foundations in order to enhance the School's growing reputation in the marketplace.

The successful candidate will report directly to the Head Master and will be a standing member of the Senior Leadership Team.

The Director of Communications and Development (DofCD) will be responsible for line managing the Head of Admissions and all members of the Marketing team. The DofCD will provide strategic initiative, management and delivery on all aspects of both internal and external marketing, communications and the development of parallel businesses connected to Harrow Shanghai (actual and potential).

OBJECTIVES OF THE ROLE

- To protect and enhance the School's reputation and profile in order to maximize income and increase awareness and support.
- To take a leadership role in safeguarding and developing the Harrow brand and identity.
- To plan, lead and support activities which enhance the reputation and promote the success of Harrow Shanghai both in Shanghai itself and further afield.
- To maintain and develop strong positive relationships with all School stakeholders through an effective communications strategy and connected processes.

RESPONSIBILITIES

BUSINESS GROWTH AND DEVELOPMENT

- Develop and execute a Communications Strategy that assists in the delivery of the School's marketing, development, admissions and commercial objectives, in line with the School's strategic plan.
- Own and develop the Harrow Shanghai brand identity.

- Manage the School's integrity, profile and positioning in the market place and communicate its vision as outlined in the School's strategic plan.
- Support and advise the Head Master, Senior Leadership Team and Board of Governors on opportunities to enhance the Harrow brand and to maximise revenue, alongside areas of reputational risk, change management and associated internal and external communications.
- Commission, arrange and interpret research projects as required. These will include stakeholder surveys, admissions research, exit interview analysis, socio-demographic research, affordability surveys etc.
- Work closely with the Head Master and Senior Leadership Team on the parallel ventures delivered under the School's name that generate additional revenue, including the likes of weekend, evening and non-term time offers to present parents and the general public (e.g. Harrow Academies, camps and 'centres of excellence').
- Investigate, plan and deliver new agreed initiatives connected to Harrow Shanghai that have the potential to provide a diversified revenue stream

MEDIA RELATIONS

- Lead the strategic and operational relationships with key media contacts ensuring brand consistent, and brand-enhancing, communications.
- Assist the Head Master and other senior leaders/staff in the creation of speeches, articles, media content and opinion pieces in line with the School's brand positioning and key messaging.
- Lead on crisis communications management.
- Support the development of relationships with local, regional and national agencies, media providers and others with leading influential voices in the educational sector.
- Provide relevant media training, mentoring and coaching for staff where appropriate.

MARKETING

- Develop and implement a highly targeted and cost-effective Marketing and Communications Strategic Plan (incorporating targets and KPIs) in line with the School's brand positioning and strategic objectives
- Lead strategic and operational relationships with key agencies and suppliers (PR, designers, web development, photographers, film, social media, print and production)
- Oversee and contribute to the production of all content for multi-media use
- Plan and implement digital and off-line campaigns with objectives to include brand awareness, search engine optimisation, re-marketing and targeted conversions.
- Create and oversee the School's Social Media Strategy, measuring impact at agreed points using detailed analytics
- Oversee the production and proofing of all printed and digital materials intended for external audiences including prospectus, School magazine, development report, campaign brochures, materials, curriculum guides, *WeCom* posts, *WeChat* editorials and other resources as required.

- Direct the ongoing development of the School's website
- To work closely with the AISL Group level Marketing and Admissions Departments in the development of Group-wide strategy, ensuring Harrow Shanghai is aligned with AISL strategy, practice and expectations
- To work in close concert with the family of Harrow Schools worldwide to maximise the potential for marketing, admissions and business development at Harrow Shanghai

INTERNAL COMMUNICATIONS

- Lead and implement internal communications to ensure that staff are aware of the School's brand positioning, performance and strategic direction
- Coordinate and contribute to Parent Representative membership and meetings
- Advise upon and monitor all communications between the School and parents
- Create a Pupil Retention Strategy based on developing relationships with present families
- Work with the Head of ICT Services, Head of Digital Learning, Marketing team and other relevant members of staff to maximise the parent journey/experience on all digital communications platforms
- Work with relevant stakeholders to ensure efficient and effective functionality of digital communication platforms
- Create, oversee and assist in the organisation of events that positively promote stakeholder inclusion in, and showcase, Harrow Shanghai life (e.g. the Harrow Ball, International Day, Prize Giving etc.).

ADMISSIONS

- Assist the Head of Admissions and team in defining and developing the School's Pupil Recruitment Strategy.
- Support the implementation of admissions processes that will maximise conversion rates and target high quality candidates in line with the School's recruitment objectives.
- Establish the print and production of Admissions support materials such as displays, promotional items, subject information, enrolment packs, as well as Open Day, event and taster day promotions.
- Work closely alongside trusted agents to maximise the School's exposure to potential families.
- Attend weekly Admissions meetings and report on monitored patterns and trends.

MANAGEMENT AND REPORTING

- Report regularly to the Head Master, AISL Admissions and Marketing Departments and the School's governing body on progress against key performance indicators and targets
- Contribute to the creation of the School's 3 Year Strategic Plan and annual School Development Plan.
- Manage direct reports and work closely with marketing, admissions and academic teams to measure the School's communications effectiveness.

- Be responsible for the updating of policies where appropriate.
- Submit and manage the School’s marketing budget and maintain a high level of control over departmental expenditure.
- Undertake any other tasks reasonably required by the Head Master.

SAFEGUARDING

- Adhere to School policy on safeguarding and update training as required.
- At all times, ensure the safeguarding and well-being of children and young people at the School in accordance with School policy.

PERSON SPECIFICATION

REQUIREMENTS	ESSENTIAL	DESIRABLE
EXPERIENCE AND QUALIFICATIONS	Educated to at least degree level within a relevant area of study	Has experience of working in an educational environment
	Has held a similar role in a consumer or service orientated organisation	Has previously held a senior PR, marketing or journalistic role
	Can demonstrate successful leadership and management of marketing/communications/business development functions.	Has first-hand experience and knowledge of the education sector within Shanghai
	Has experience of managing effective relationships with key stakeholders	
KNOWLEDGE	Has experience in managing successful multi-channel communications strategies and/or marketing campaigns.	Understands changing market features in the international education sector
	Has managed media relations	Has honed their PR crisis management skills
	Enjoys a strong understanding of digital marketing including social media strategy	Enjoys established media contacts
	Can write creative and engaging copy/content	Has well-proven strategic thinking skills
	Is able to proof read and edit content	
	Has an understanding of the briefing and design process	
	Has worked with brand development	
PERSONAL SKILLS	Enjoys outstanding written and verbal communication skills in both Mandarin and English, with strong presentation skills	
	Is able to manage multiple projects, prioritise and deliver to deadlines	
	Is able to make considered decisions and work under pressure	

	Is known for meticulous attention to detail	
	Is self-motivated, enthusiastic and continually striving for improvement with a 'can-do' attitude	
	Is honest, reliable and a good sense of humour	
	Is well-able to foster strong relationships and influence.	
	Is a team player willing to help out and be flexible with time. Has the ability to respond to unexpected challenges at short notice	
	Is a creative thinker who is results-driven	
	Enjoys strong interpersonal skills with the ability to form relationships with key stakeholders	
IT SKILLS	Microsoft Suite	Adobe InDesign
		iSAMS

The School is committed to safeguarding and promoting the welfare of children. All adults in the School community are expected to follow its Child Protection procedures and are required to undertake safeguarding checks.

If you are interested in an opportunity to work with a first class team of people, be part of an exciting and growing community and work in beautiful surrounding in a position that is much more than just an office job, please send your full resume with your current and expected salary by email to hr_recruitment@harrowshanghai.cn. Please state the job title and the reference code "HISSH/DCD/202106" in the subject of your email. All applications will be treated with strictest confidential. Only short-listed candidates will be notified.