



HARROW
INTERNATIONAL SCHOOL
哈罗国际学校
SHANGHAI 上海

Title: Senior Marketing & Communications Lead
Reports to: Director of Communications & Development
Works with: Digital Marketing Manager, Marketing & Admissions Operations Analyst, Admissions Manager

Overview:

Are you a passionate marketing expert who wants to make a difference in education? We're looking for a hands-on, creative individual who is willing to roll up their sleeves and get involved in any and all marketing and communication activities in order to increase Harrow's presence and reach in a crowded, competitive marketplace. In this role, you will be responsible for increasing our pupil base through attractive marketing campaigns, with a focus on generating eye-catching copy & visuals that are in alignment with Harrow brand guidelines. If this prospect excites you, and you are passionate and focused on doing whatever it takes to make this happen – then this is the ideal job for you!

Key Roles & Responsibilities:

- Lead in Chinese copywriting, editing and translating engaging content across different platforms. Focus on building consistent, clear communications that is on brand, delivers connection and builds rapport amongst our Harrow Family and prospective families (Channels include but are not limited to: WeChat, WeCom, email, newsletters, videos etc.)
- Create and produce marketing collateral in alignment with brand guidelines, with a focus on photo assets. (also includes printed material, videos, infographics, backdrops, literature, school building designs, etc.) Partner with vendors (designers, agencies) as required in order to create unique, innovative deliverables that portray a consistent visual identity across Harrow Shanghai.
- Support the development and execution of seasonal brand campaigns to implement a series of integrated marketing tactics that amplifies our brand story in a connected, impactful manner.
- Manage end to end tactical implementation – including contracts, fulfillment, and payment, in alignment with agreed upon budget plans, ensuring timely execution of daily operations.
- Monitor, analyze and report results on a regular basis in order to drive growth in parental satisfaction, participation and engagement. Use a test & learn approach to continuously optimize & improve results over time.
- Assist with special events including the likes of Open Mornings and Expos as required, as well as general campus tours as necessary



HARROW
INTERNATIONAL SCHOOL
哈罗国际学校
SHANGHAI 上海

Key Skills:

- 2+ years marketing experience
- Excellent Chinese copywriting and editing skills; a natural storyteller with the ability to form attractive narrative & refine messages.
- Ability and interest to take eye-catching photos of children in action
- Self-motivated, enthusiastic, creative and innovative
- Tactful and enthusiastic with “can do” attitude”
- Exceptional project management skills.
- Good eye for design and detail.
- Expert level in Microsoft office
- Adobe Creative Cloud experience would be an asset
- Genuine interest & passion for children and their education
- Willingness to do whatever it takes to make things happen
- Passion to continuously try new things to achieve optimized results

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/SMCL/202204” in the subject of your email. All applications will be treated with strictest confidential. Only short-listed candidates will be notified.