

SHANGHAI AMERICAN SCHOOL

JOB DESCRIPTION

TITLE: Marketing and Communications Director
CONTRACT DAYS: 210 days

POSITION SUMMARY:

The Marketing and Communications Director plays a key role in the development and execution of effective marketing strategies, brand enhancement, and communication efforts for SAS. Working closely with the Director of Admissions and other school leadership, the Marketing and Communications Director contributes to the growth and success of SAS through innovative marketing initiatives and impactful communication campaigns.

SUPERVISED, EVALUATED BY & REPORTS TO:

Head of School

COMPETENCIES

- Strategic Thinking: Ability to develop and execute long-term marketing and communication strategies aligned with the school's goals and objectives.
- Creativity: Strong creative mindset with the ability to develop innovative marketing campaigns and engaging communication materials.
- Communication Skills: Excellent verbal and written communication skills, with the ability to articulate ideas effectively and adapt messaging for diverse audiences.
- Leadership: Proven leadership skills to inspire and guide a team, manage projects, and collaborate effectively with cross-functional teams.
- Analytical Skills: Strong analytical and problem-solving abilities to gather and interpret data, measure campaign effectiveness, and make data-driven decisions.
- Digital Marketing Expertise: Proficiency in digital marketing channels, including social media, content marketing, SEO, SEM, and email marketing.
- Brand Management: Experience in developing and maintaining a strong brand identity, ensuring consistency across all marketing and communication materials.
- Relationship Building: Ability to establish and maintain positive relationships with internal and external stakeholders, including media, parents, and community partners.
- Adaptability: Flexibility to work in a fast-paced environment, manage multiple priorities, and quickly adapt to changing circumstances.
- Knowledge of the Education Sector: Familiarity with the international education sector and an understanding of the unique challenges and opportunities within the industry.

PERFORMANCE RESPONSIBILITIES:

- Set SAS Marketing and Communications strategy based on future vision, market needs, and enrollment goals.
- Oversee all marketing aspects, including branding, market research, content creation, website, social media, data analytics, outbound marketing, and partnerships.
- Manage all communication aspects, such as platform strategy, weekly communications, crisis communications, school publications, and yearbook.
- Lead crisis communication efforts and collaborate with relevant departments to develop and implement communication plans for critical incidents.
- Monitor market trends, competitors, and demographics to identify opportunities and adjust marketing strategies.
- Develop and maintain relationships with media outlets, journalists, and key stakeholders for positive media coverage and PR opportunities.
- Oversee the creation and production of marketing materials and manage the school's website to ensure up-to-date and user-friendly content.
- Implement digital strategies beyond social media, using SEM, remarketing, nurture campaigns, etc., to

- engage Chinese and expat customers.
- Find innovative strategies to communicate SAS's value proposition to existing and prospective communities.
 - Collaborate with Admissions, Heads of Campus, HR, etc., on strategic initiatives and partnerships.
 - Oversee Eagle Shop merchandising operations and financial statements.
 - Manage stakeholders' requests for event materials and documentation, such as photography, posters, video and live streaming, clothing, etc.
 - Shape Marketing and Communications office structure and deliverables according to changing market needs. Set goals, review performance, and build capacity with team members.
 - Stay updated on industry trends, emerging technologies, and best practices in marketing and communication.
 - Other duties as assigned.

QUALIFICATIONS:

- Bachelor's degree in Marketing, Communications, or a related field (Master's degree preferred).
- Proven experience in marketing and communications roles, preferably within the education sector.
- Strong track record of successful marketing campaigns, brand management, and communication strategies.
- Proficiency in digital marketing tools, content management systems, and analytics platforms.
- Excellent written and spoken English (additional Mandarin proficiency is a plus)

SAS BELIEVES:

- That each employee makes a significant contribution to our success,
- That contributions should not be limited to the assigned responsibilities.

Therefore, this position description is designed to outline primary duties, qualifications and job scope, but not limit the employee or SAS to only the work identified. It is the expectation of the School, that each employee will offer his/her services wherever and whenever necessary to ensure the success of our organization.

How we see the world is how we experience the world

We believe that diversity, equity, and inclusion enrich our community and create a sense of belonging that compels each of us to grow. Therefore, we commit to a journey of community growth that is grounded in best and sustainable practices rooted in our mission and core values. We seek individuals who are ready to contribute to such an environment.

Child Safeguarding at SAS

Shanghai American School, in keeping with our core values and vision statements, has a Child Safeguarding Policy that guides our faculty, staff, and families in matters related to the health, safety and care of children in attendance at our school. By accepting employment at SAS, all faculty and staff agree to work in partnership with the School and abide by the policies adopted by the SAS Board.

With this in mind,

- Applications will be thoroughly and rigorously screened in line with our strong commitment to all aspects of child protection and safeguarding.
- Shanghai American School reserves the right to withdraw an applicant's candidacy at any time should information be forthcoming that may suggest the candidate is not suitable to progress in the process.
- Shanghai American School reserves the right to withdraw an applicant's candidacy if current and former supervisor references are not provided.
- Hiring is contingent upon successful criminal background checks.

Applicants are asked to apply as early as possible, as Shanghai American School reserves the right to close the selection process at any time.

