

SHANGHAI AMERICAN SCHOOL

JOB DESCRIPTION

TITLE: Marketing and Communications Director
SCALE: Relevant PRC Support Salary/Expat Support Salary Grading
CONTRACT DAYS: 210 days

POSITION SUMMARY:

The Marketing and Communications Director is responsible for designing and implementing a marketing plan that aligns with the school mission to achieve the School's enrollment goal. He/she works in close collaboration with the Director of Admissions, as well as all School Leadership, to monitor and shape the school brand in the Shanghai community.

SUPERVISED, EVALUATED BY & REPORTS TO:

Head of School

QUALIFICATIONS:

- Bachelor degree in Marketing and/or Communications or equivalent training.
- Native or near native English speaker; Mandarin language skills would be a strong asset.
- Successful prior experience in an international/independent school and/or fast changing cross-cultural environment in marketing or a related administrative leadership role.
- Strong interpersonal skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Excellent oral and written communication skills.
- Ability to supervise, motivate and manage staff to set and achieve goals while acting as a professional mentor.
- Strong analytical, problem solving, time management and organizational skills.
- Willingness to work irregular hours and on weekends, when required.

PERFORMANCE RESPONSIBILITIES:

- Effectively market the School and its programs to prospective families by telling the School's story through 'shareable social content'.
- Serve as the custodian of the SAS brand by guiding communications to assist departments and divisions in setting up templates and formats for new initiatives, and programs so that the 'look and feel' represents SAS.
- Develop and execute short- and long-term marketing plans, including, but not limited to, digital marketing, public relations, special events, advertising, and other promotional strategies that support SAS.
- Establish and foster relationships with Shanghai businesses and corporations.
- Work collaboratively with the Admissions, Development, and Alumni Relations staff.
- Lead the School's community outreach events and collaborate with other departments.
- Source and analyze customer research, current market conditions, and competitor information.
- Plan, write, edit and seek out diverse content to share across all marketing channels.
- Support the Eagle Shop on each campus with marketing strategies so they maintain their profitability while providing approved SAS merchandise and branding.
- Communicate with a variety of constituents on both campuses to support school initiatives and events; coordinate volunteer efforts where and when appropriate.
- Educate and confer with Executive staff when directed by the Head of School.
- Select, hire and oversee all marketing personnel.
- Other duties as assigned

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.