



HEAD OF MARKETING, ADMISSIONS AND COMMUNICATIONS TENBY SCHOOLS MALAYSIA

Description

Tenby School Malaysia operates international and private national schools in Malaysia; currently in Shah Alam, Penang, Ipoh, Johor Bahru, Miri and Semenyih. Another one new school in Kota Kemuning will be opened in September 2018. Each campus provides for both primary and secondary international schools. The campuses in Ipoh, Penang, Shah Alam, Johor Bahru and Miri also provide for private schools following the Malaysian curriculum.

Our vision is “A United World At Peace – Through Education” and is shared by all our schools. We are dedicated to bring together students from different cultures and nationalities and educate them to become global citizens of the future – young people with respect for one another, confidence in themselves and the determination to become outstanding achievers.

Further information about Tenby Schools is available on our website www.tenby.edu.my

The Role

The Head of Marketing, Admissions and Communications leads on the strategic planning and delivery on marketing and student recruitment led activities to deliver enrolment and retention targets set across the schools within the region. The post holder is responsible for supporting the Regional Managing Director in matters relating to admissions, marketing and communications.

Line manager: Regional Managing Director

Key Responsibility 1: To demonstrate successful planning and execution across marketing and communications

- 1.1 Help direct, design and produce digital and print publications within schools and the region.
- 1.2 Demonstrate continual improvement of promotional campaigns to achieve the required levels of enquiry, application, acceptance and enrolment rates in schools.

- 1.3 Oversee work of schools in relation to the content on their websites ensuring current and engaging information for prospective and current families.
- 1.4 Ensure 'Amazing Learning' is at the centre of marketing and PR initiatives.
- 1.5 Act as ISP's first regional representative with the media for both proactive and reactive media communications.
- 1.6 Provide schools with counsel and support on marketing, communications and PR.
- 1.7 Assist regions with annual school marketing activity and student recruitment planning.
- 1.8 Oversee school marketing activities improving alumni engagement.
- 1.9 Ensure schools regularly conduct market research. Coordinate and oversee the activity for further reporting.
- 1.10 Help schools to engage stakeholders to complete the yearly surveys with increased completion and advocacy rates.
- 1.11 Help implement the annual target and fee setting process by school with Director of Schools.
- 1.12 Help define and consistently communicate schools' stories, USPs and 'Wows'.
- 1.13 Deliver a defined alumni strategy for each school focussed on interesting updates and inviting alumni to key events within each school's calendar.

Key Responsibility 2: To make sure that people know the importance of sales and active student recruitment

- 2.1 Ensure schools engage in active student recruitment activity to hit student recruitment targets.
- 2.2 Ensure sales and marketing led activity informs annual budgets.
- 2.3 Support schools in constant tracking and reporting of their sales funnel and conversion rates.
- 2.4 Attend and represent the schools at appropriate student recruitment events as required.
- 2.5 Encourage the growth in use of different digital and print media by schools so that we are reaching every age range and community member.
- 2.6 Contribute to the development of the MIS/CRM to ensure robust collation of recruitment data and high levels of customer satisfaction.
- 2.7 Maintain relevant relationships (with other key personnel) with feeder schools, universities, businesses, education agents and international markets and other organisations providing marketing and student recruitment support as required.
- 2.8 Support and direct schools in establishing strong relationships with prospective and current parents and students.
- 2.9 Continue relevant and effective student support as needed in schools after new students begin their time at the school ('after sales care').

- 2.10 Develop strong internal relationships with staff to effectively carry out marketing and student recruitment activity.

Key Responsibility 3: To support and drive the increase in the number of students across regions

- 3.1 With Director of Schools ensure that the targets agreed for school growth are challenging and based on evidence of what is possible in each locality;
- 3.2 Help schools focus positively on how student number targets can be met even more and that we acknowledge the challenges each school is experiencing.
- 3.3 Encourage the region to develop both an attitude and practices that mean every member of staff is responsible for telling the story of the school and not just the members of the marketing and admissions team.
- 3.4 Ensure all schools design and effectively carry out student retention plans and actions throughout each academic year.

Key Responsibility 4: To work with schools to ensure admissions processes are professionally and systemically run with accurate group reporting procedures

- 4.1 Ensure the admissions process in each school follows the ISP admissions process supported by relevant documentation and parent contracts.
- 4.2 Ensure that the admissions and student recruitment process is customer-focused and designed to make enrolment as easy as possible.
- 4.3 Ensure KPI reporting is accurately carried out for regional and central usage.
- 4.4 Ensure there is Continuing Professional Development for all Admissions staff.

Key Responsibility 5: To overtly work to support and deliver the Group's vision, mission and principles

- 5.1 Work with the schools in ways that help them ensure that all colleagues in the school are working to achieve and demonstrate ISP's purposes and principles
- 5.2 Work with schools to ensure that all colleagues are actively looking for and implementing ways to communicate our leadership of learning around the world.
- 5.3 Ensure that your school's existing practices are as demonstrably as up-to-date as possible *and* are based on good evidence.

HOW TO APPLY

Interested candidates are invited to send in a letter of application including the reasons for applying to Tenby Schools together with a comprehensive CV, a

recent passport-size photograph and contact details of three referees to:
recruitment@tenby.edu.my

Our school is committed to safeguarding and promoting the welfare of all the students in our care and expects all applicants to share this commitment. We follow safe recruitment practices which are aligned to the recommendations of the International Task Force on Child Protection. We hold ourselves to a high standard of effective recruiting practices with specific attention to child protection. All appointments are subject to an interview, identity checks, criminal record checks, and successful references.

(Please check your Junk Folder for emails and add tenby.edu.my to your safe senders list. We thank all applicants for their expressed interest. However, only applicants short-listed for an interview will be notified.)