



SHREWSBURY INTERNATIONAL SCHOOL

BANGKOK

Shrewsbury International School Bangkok

Job Opportunity

Position / Job Specification: Bangkok Director of Marketing, Shrewsbury International School Bangkok

Department: Administration

General: Shrewsbury International School Bangkok is one of South East Asia's outstanding international schools, with two campuses in Bangkok; Riverside and City Campus.

Both City Campus and Riverside share the same values, ethos and mission. The campuses come together to form Shrewsbury International School Bangkok, and children from City Campus will graduate to Riverside in Year 7 (Age 12+). The campuses work closely together to create exciting and unique opportunities for both children and staff.

As part of a dynamic and ambitious community, all staff demonstrate an outstanding level of professionalism and dedication. In return, they can expect all the benefits of working and living in one of the most exciting cities in the world, which is itself the gateway to experiences and cultures to be enjoyed around Asia.

Shrewsbury Riverside (SHR)

The Riverside campus currently enrolls 1,800 students from Early Years to Sixth Form. Riverside is set to expand its senior school commencing September 2021 to which graduates from City Campus will progress. The school's Riverside campus enjoys a spectacular setting on the banks of the Chao Phraya River in the heart of Bangkok. The teaching environments are spacious, fully equipped

and dramatic. There is ready access by road and boat, which provides an easy and quick link to Bangkok's Skytrain and the city centre. The link with Shrewsbury School UK (www.shrewsbury.org.uk) is taken very seriously and, year-on-year, develops into a world class educational partnership.

Shrewsbury City (SHC)

The City Campus is a purpose-built primary school in the heart of Bangkok. The campus is designed specifically for children aged 3-11 years old. 672 places are available from Early Years 1 (Age 3+) to Year 6 (Ages 11+). The school operates on 25,000sqm of learning space. There are 4 major buildings, which house state-of-the-art facilities for Early Years, Primary, Sport and Creative Arts.

City Campus opened its gates in August 2018. It builds on the success of Shrewsbury International School Bangkok Riverside, where 1,700 students study from ages 3-18.

Position Summary: The Bangkok Director of Marketing, Shrewsbury Bangkok is a senior position reporting to the Director of Schools (Shrewsbury International Asia) and both Principals from Riverside and City Campus. The post holder will be based at both campuses (3 days at SHR and 2 days at SHC) and is responsible for implementing external and internal communications of each school, advancing and maintaining a prestigious brand image. He/she is able to initiate strategic plans as well as implementing them, tracking and evaluating results. He/she is responsible for leading, managing and driving the marketing teams. The successful candidate will work closely with Principals, Directors of Business Services, admissions teams and Senior Management Teams. Experience as a copywriter in English will be an advantage, as will the ability to communicate in Thai. The Bangkok Director of Marketing will ensure that effective strategies are in place for the Shrewsbury brand to improve upon an already strong online presence, including search engine ranking and via pay per click advertising. A strong understanding of these areas is expected.

Responsibilities: Implement external communications strategies to ensure that the school communicates professionally, consistent, accurate in prompt fashion and timely with parents, pupils, employees, feeder schools, partner organisations and the wider community in accordance with the school's branding and core values.

- Ensure high quality communications and provide overall editorial control for both campuses and all communications. Ensuring appropriate content, use of tone and language especially in English.
- Ensure that the Shrewsbury brand is a respected and known entity locally and internationally.
- Ensure consistent use of Shrewsbury branding elements across the region and the SIA group as defined by the role.
- Oversee innovative, clear, and focused marketing campaigns that impact on target growth / enrollment in line with the annual budget.
- Support, strategise and integrate the Alumni section into the marketing plan whilst working closely with the Alumni team.
- Work closely with the Chief Financial Officer (SIA), Directors of Business Services, Principals and Marketing teams to set and manage the annual marketing budgets at both campuses.
- Lead the Marketing Teams in ongoing training and conduct all performance reviews pertaining to the teams.
- Lead and manage all aspects of the graphics team.
- Monitor the local and Bangkok competitors closely and advise SIA and SHR/SHC as appropriate.
- Support the Principals in being the public face for the campuses and advise them in PR matters and creating a positive impact.
- Work closely with the Principals to develop networking with expatriate and Thai influencers.
- Work closely with the admissions teams in assessing and responding to enrollment data and trends.

- Tasks:
- Attend the Leadership Team at SHR, co opted to SMT at SHC as appropriate.
 - Chair the Marketing meetings at both campuses and also the shared Bangkok Marketing Meeting.
 - Respond to the Critical Incident Procedure across both campuses and lead staff as appropriate. Respond to and report to the Director of Schools and the Chief Financial Officer (SIA) through critical incidents that impact both campuses.
 - Work closely with leadership teams in both schools to shape, develop and introduce school events to provide positive impact and/or marketing exposure.
 - Closely monitor and lead social media output.

- Candidate Profile:
- Excellent reading and writing in English, with an experience of copywriting an advantage.
 - Ability to communicate in Thai is an advantage.
 - Digital knowledge of local market, media ads placements, SEO, tracking, evaluating, and analysis.
 - Experience with all aspects of current digital marketing platforms including social media.
 - Market knowledge and understanding. Up to date with digital media, local online media, social media, Google PPC and Google analytics.
 - Experience in leads generation, data analysis and management.
 - Excellent interpersonal skills and able to connect and build positive relationships with parents, staff and stakeholders.
 - Able to lead the team as well as well as an excellent team player.
 - Determination to complete tasks, prioritise work effectively and to challenging deadlines.
 - Has the knowledge, confidence, and skill to lead, influence, motivate and advise of all levels in matters of communication. This will include working with Senior Management Team,

teachers in all areas of both campuses, and partner organisations;

- Is flexible in attitude, proactive, strategic minded and comfortable with wider responsibilities.
- Strong analytical skills and attention to detail.

Child

Safeguarding:

Shrewsbury International School is committed to Safeguarding and Child Protection promoting the welfare of children. The successful candidate will be required to

- attend in-house Child Safeguarding programmes
- promote and safeguard the welfare of all students in the school
- report to the Child Protection Officer any concerns they have for the welfare of a student. This may include unsafe practices witnessed within the school as outlined in the school's Speak Out (Whistleblowing) Policy.
- keep professional relationships with students where personal boundaries are respected and maintained
- seek advice from a Line Manager or Child Protection Officer with issues or concerns related to Child Safeguarding.

Requirements:

- International Child Protection Certificate (ICPC) and all criminal record check(s) according to residence history prior to the start of contract.
- Formal proof of identity with photo ID (Original Driving License / Passport).
- 2 signed, confidential references (one of which will be from the candidate's current headteacher) before the start of contract.
- Verification of original qualifications.

How to Apply:

Applications will be accepted via TES Portal

Further Details:

Full details of both campuses are available on our website at www.shrewsbury.ac.th