

HALCYON

LONDON INTERNATIONAL SCHOOL

An exceptional education that draws out the unique potential of each student

Innovation | Collaboration | Community

Marketing Leader

The Marketing Leader is a member of the Community Engagement Team (CET) and is responsible for the effective delivery, oversight and management of marketing for Halcyon London International School, including effective maintenance and management of relevant data systems.

The Marketing Leader reports to the Admissions Director.

The Marketing Leader is responsible for

- clarifying and articulating the School's identity to its multiple constituencies and the broader public
- marketing the school, to frame and promote the School's product, profile and brand
- collaborating with the Communications Manager to ensure that the School's message is mission-driven, strategically aligned, focused, and supportive of effective community engagement
- collaborating with the Admissions Director to ensure strategy, policy and practice are aligned between marketing and admissions
- liaising with the Development Lead to support an effective development strategy
- the effective collection and use of data to inform discussion and strategic decisions
- safeguarding and promoting the welfare of students

General responsibilities

The Marketing Leader will

- collaborate with the Community Engagement Team to develop, implement and deliver the school's operational goals, aligned to the School's mission, strategic targets and charitable status
- collaborate with the school community to ensure that we provide a supportive learning environment for students, staff, and parents
- promote a culture where diversity and inclusion are encouraged and students learn to respect differences, take responsibility for their actions, exercise leadership, actively build community and strive for academic excellence
- engage with staff, students and the school community to create a dynamic and aspirational culture – a professional learning community grounded in collaboration, focused on improving learning outcomes, and driven by data-informed decision-making
- lead and support a culture accepting of innovation
- be an active, life-long learner

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Specific responsibilities

The Marketing Leader will

- liaise with the CET in the development and implementation of long-term marketing strategy for each operational area - Admissions, Communication, Development and Alumni
- ensure that all stakeholder groups know and support strategic marketing goals
- liaise with the Director and Admissions Director to market all aspects of Halcyon's public relations, from conceptualisation to execution
- ensure that the community understands the importance of brand integrity
- develop and maintain appropriate data systems, providing regular feedback and analysis for the CET, and to the Director
- maintain open lines of communication with both our community and external third-parties, conveying clear, concise and timely information
- coordinate major marketing, development and alumni School events, plus other public events as specified by the Director, (for example, graduation)
- oversee, develop and deliver consistent branding across all services, including, but not limited to, all online platforms, software, clothing, bags, PE kits, stationery, accessories
- Liaising with the Development Lead to support alumni engagement
- develop and maintain a strong understanding of the experience of learning at Halcyon and how this can be best showcased in admissions, marketing and development programmes
- in collaboration with the CET, collect and analyse marketing data (including tracking and follow-up of impact) and admissions data (including tracking enquiries, visits, open houses, and the admissions journey).
- enhance and promote the School's profile with the IB and the international schools community, local (feeder) schools, educational and relocation consultants, embassies and external partners
- ensure appropriate data protection and compliance with relevant legislation, regulations and School policies

This is not an exhaustive list of duties and the Marketing Leader may be assigned additional tasks within the general scope of the role.

Specific skills

The Marketing Leader will

- have excellent communication skills - written, verbal and non-verbal
- be very comfortable in a wholly digital environment, and have superior digital skills
- have a good understanding of the needs and sensitivities of a diverse international school community
- know how to listen, to lead, and be an inclusive collaborator
- be innovative, in mindset and practice

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- have experience and a proven background in marketing and/or development, preferably in education
- be a university graduate, preferably with additional, relevant, postgraduate professional qualifications and/or professional memberships (CIM, IDM, CIPR, AMCIS)