

# HALCYON

## LONDON INTERNATIONAL SCHOOL

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

Innovation | Collaboration | Community

### Marketing Leader

#### Person Specification

We are seeking a highly motivated and experienced Marketing Leader with excellent digital skills to join our growing school in central London.

##### 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
- is a member of the Community Engagement Team, comprising admissions, marketing, communications and development
- reports to the Admissions Director

##### **The successful candidate will be expected to have the following qualifications, experience and abilities:**

- Education to Bachelors degree level or equivalent, preferably with additional, relevant, postgraduate professional qualifications and/or professional memberships (CIM, IDM, CIPR, AMCIS)
- Extensive experience in marketing, ideally in an education setting, creating and leading effective campaigns
- Excellent organisational skills: able to set priorities and achieve them, able to be manage multiple strands effectively, both strategic and short term
- Excellent attention to detail
- Excellent time management skills
- Ability to take initiative and work independently
- Superior digital marketing skills
- Excellent written and verbal communication skills: clear, articulate, professional in speaking and writing
- Comfort in speaking to small and large groups and organising events
- Experience in PR/Advertising

##### **The successful candidate will be expected to have the following personal attributes:**

- An international outlook and/or experience of living or working in an international environment
- Keen to be part of a young growing organisation
- Committed to collaborative, inclusive leadership
- Enjoys meeting people; is personable yet professional in demeanor

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- Be innovative, in mindset and practice
- A discreet, diplomatic and empathetic approach
- Self-motivated, flexible and adaptable
- Commitment to Continued Professional Development
- A record of suitability to work with children

### **It would be to an applicant's advantage to**

- have experience working in the education sector
- be able to work in more than one language
- have direct experience of the International Baccalaureate programmes
- have experience of international schooling or a similar international setting