



JOB DESCRIPTION

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| Location | Dulwich College Suzhou |
| Department | Admissions, Marketing and Communications |
| Position/Job Title | Head of Admissions and Marketing |
| Grade | 7 |
| Reporting to | Head of College |
| Date Reviewed | September 2022 |
| <p>At Dulwich College International, students come first. And because teachers play an extraordinary role in nurturing our students to become confident, curious and knowledgeable global citizens, we look to recruit the very best practitioners in international education who are passionate about unlocking the potential of our students.</p> <p>Our teachers nurture and inspire their students today to make a positive difference in the world – living fully, living responsibly, and living sustainably. We empower our Teachers to Live Worldwide.</p> <p style="text-align: center;">Our Vision For Teachers</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Worldwise teachers:</p> <ul style="list-style-type: none"> • Put students first in all they do • Display a positive attitude, adaptability, and open-mindedness • Show professional initiative and perseverance • Are truly collaborative and display highly developed communication skills • Are committed to internationalism and equity • Are committed to sustainability and global citizenship <p>A Worldwise teacher's practice:</p> <ul style="list-style-type: none"> • Maximises every student's opportunity to learn • Promotes student agency, reflection, and a love of learning • Delivers academic rigour and holistic learning • Reveals the complex and inter-disciplinary nature of learning content </div> <div style="width: 45%;"> <p>Worldwise teachers believe in:</p> <ul style="list-style-type: none"> • The right of every student to be safe, supported and nurtured • Evidence-based and innovative pedagogy • Personalised and differentiated student learning • Setting high expectations for every student • Empowering students to reach their own goals • High levels of student motivation and engagement </div> </div> | |



| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Creates a supportive and dynamic learning environment • Develops students' higher-order thinking | |
| Brief Overview of Role | <ul style="list-style-type: none"> • Oversee all aspects of Admissions and Marketing to attract and build a community of families whom embrace the holistic educational journey for students to succeed within and beyond Dulwich. • Lead the team to deliver a memorable, personalized and warm admissions experience to support the school's growth plan. |
| Qualifications and Skills | <ul style="list-style-type: none"> • BA degree or above, preferably in Marketing or relevant major. • At least eight years relevant working experience, preferably in education field. • Proactive and able to work under pressure, able to excel within a fast-paced environment, build good working relationships with team members • Strong initiative, integrity and good judgement • Ability to handle multiple tasks simultaneously • Strong leadership competence and a good team-player • Outstanding communication and interpersonal skills. • Strong organizational and problem-solving skills. • Good computer skills, including Microsoft Office and Microsoft Outlook. • Fluent written and verbal English to work in an English-speaking environment |
| Responsibilities | <p>All employees are subject to the conditions of employment set out in their Employment Contract. This details the professional and particular duties required of employees, together with benefits provided by the College.</p> <p>The duties of Head of Admissions and Marketing at Dulwich College Suzhou are as follows:</p> <p>Admissions</p> <ul style="list-style-type: none"> • Deliver the Group admissions promise, ensure College admissions targets are met and new strategies are applied to maximize enrolment. • Maintain accurate data on College enrolment, tracking this through the year and against previous years, and making recommendations for the setting of targets for the year ahead. • Maintain and track enrolment records of other schools in the area and the region, in particular those that are competitors. • Assure quality in the levels of customer service in outward facing staff (including receptionists) and ensure the highest quality of prospective parent communication through all available media. • Be the school's ambassador to engage with key local stakeholders to inform and enhance the College's marketing strategy to attract "best fit" families. |



| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> • Convert “best fit” families and build the school community. <p>Marketing</p> <ul style="list-style-type: none"> • Ensure clear interpretation and application of Group strategies into local strategies. • Lead the development and implementation of organisation-wide admissions campaigns, including oversight of the development of effective presentation of the Dulwich brand. • Take responsibility for the design and development of promotional materials to target “best fit” families. • Manage the College’s website, including analytics and SEO, to maximize attraction and engagement with prospective “best fit” families. <p>Customer Experience</p> <ul style="list-style-type: none"> • Be a lead DX Change Agent within the College to nurture a CX focused culture. • Develop strategy, staff competency and tactical enablement towards enhancing the parent and student Dulwich admissions experience. • Lead persona development and journey mapping design for the Admissions experience. • Manage Admissions Scorecards and identify continuous improvement measures and supporting KPIs to deliver competitive experience differentiation. • Validate the Dulwich brand experience with parent and students through pulse-checks and surveys. Use available tools to identify and understand school advocacy and possible reasons for school detractors. <p>Safeguarding</p> <ul style="list-style-type: none"> • Ensure that safeguarding, health and safety, and all other College policies are known, understood and embedded into practice |
| <p><i>Dulwich College International 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.</i></p> | |
| <p>Position held by</p> | |
| <p>Acknowledgement (Employee’s Signature)</p> | |