



Hangzhou International School Job Description

Title: PR and Marketing Coordinator

QUALIFICATIONS:

- Written and spoken fluency in English language with exceptional communication skills
- Exceptional organizational skills
- B.A. or better

JOB GOALS:

- The primary focus of this position is on external PR and managing the reputation of the school.
- To promote the ongoing marketing and growth of the school
- To coordinate appropriate advertising and marketing materials that will facilitate the development of mission-appropriate school enrollment
- To maintain and provide publicity and communication on behalf of the school
- To supervise the regular maintenance and updating of the school web site
- Development of systemwide publications such as the marketing calendar, school magazine, handbooks, guidebooks, etc.
- Communicate key messages to defined target audiences in order to establish and maintain goodwill and understanding between and within internal and external communities.
- To ensure key relocating agencies, housing compounds, chambers of commerce, consulates, and HR offices receive timely communications and PR communications

REPORTS TO: Director of Admissions and Community Relations with input from Superintendent of School

SUPERVISES: May have some direct supervision of local PR/marketing/communications staff as assigned

PERFORMANCE RESPONSIBILITIES:

1. Makes contacts with prospective parents, businesses, relocation companies, community organizations and consulates, to promote the school
2. Facilitates the development of thorough and appropriate advertising materials that effectively market the school
3. Devises and coordinates photo opportunities
4. Organizes key events including media interviews, exhibitions, major events and press tours
5. Sources and manages speaking and sponsorship opportunities
6. Contributes to and facilitates market research as assigned
7. Helps foster community relations through events such as open house, and through involvement in community initiatives
8. Contributes to and is member of website design team
9. Monitors the input of materials and modifies entries for the school's website
10. Creates publications for the ongoing promotion of the school, including the recruitment of new staff and students
11. Other duties as assigned

TERMS OF EMPLOYMENT:

Salary is to be established by the Board in accordance with local Chinese law, and school policy. The work year follows the duty days calendar or admissions/communications specialists, which will be scheduled in consultation with the Director of Admissions to ensure that there is adequate office supervision during peak admission periods.

EVALUATION:

Performance of this job will be evaluated on an annual basis in accordance with provisions of School Policy. The primary evaluator will be the Director of Admissions-Community Relations with input from the Superintendent of School, Board, and administration at the school.