

Job Description

Director of School Development

Department:	Development
Term Of Employment:	Annual contract, 220 days per year, local staff employment terms
Band:	Administrative Support Director
Reporting Accountability:	The Director of School Development reports to the Head of School

Shekou International School provides a rigorous education in a caring community and inspires our students to become principled, innovative contributors in a transforming world.

Safeguarding:

SIS is committed to safeguarding children's and young people's welfare and expects the same from its employees. All new staff employment approval will be subject to two satisfactory employment checks and enhanced pre-employment clearance, including identity checks, criminal background checks, qualification checks, and employment checks, including an exploration of any gaps in employment. Diversity, Equity and Inclusion are the responsibility of all SIS staff.

Scope of Responsibility:

The **Director of School Development** provides strategic leadership for admissions, enrolment, communications, and marketing to ensure sustainable school growth and a strong, recognisable brand identity. This role manages the full admissions lifecycle, overseeing student recruitment, retention, and transitions, while leading marketing and communications strategies to enhance the school's visibility, reputation, and outreach.

The Director collaborates closely with educational leaders and senior administrators to achieve enrolment targets, improve engagement with prospective families, and promote the school's mission and values both locally and internationally.

Major Duties and Responsibilities:

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Admissions and Enrolment

- Oversee all aspects of admissions, enrolment, and withdrawal processes, ensuring seamless operations from inquiry to exit.
- Develop and implement strategies to achieve enrolment targets and optimize student retention.
- Coordinate dynamic and market responsive admissions activities, including school tours, assessments, interviews, and orientation programs in collaboration with principals and teaching staff.
- Manage the re-enrolment process and ensure a smooth transition for students arriving and leaving the school.
- Collect, analyse, and report on admissions and exit data to inform decision-making and identify enrolment trends.
- Keep up to date with international education market trends to ensure SIS remains competitive and responsive.

Marketing and Communications

- Together with the team, develop and implement a comprehensive marketing and communications strategy to promote the school's programmes, values, and successes.
- Oversee content creation, including digital campaigns, publications, and promotional materials, to enhance SIS's brand identity and visibility.
- Lead external outreach efforts, building relationships with local and international communities and partners.
- Collaborate with senior leaders to align marketing messages with strategic school priorities and enrolment goals.
- Promote student success stories and highlight innovative programmes to attract prospective families and reinforce the SIS brand.

Strategic Leadership and Collaboration

- Build, lead, and develop a high-performing Admissions Marketing, and Communications team through mentoring, goal setting, and evaluation.
- Partner with senior administrators to align admissions and marketing strategies with broader school development goals.

- Collaborate across departments to support school events and community engagement initiatives.
- Develop practical initiatives to enhance the family experience throughout the admissions process.
- Collaborate with the Alumni Coordinator to strengthen alumni engagement, promote success stories, and leverage alumni networks to support admissions and school development goals.

Operational Excellence

- Ensure the efficient and accurate maintenance of student records, admissions databases, and demographic data.
- Analyse data to improve processes, inform marketing strategies, and allocate resources effectively.
- Maintain strict confidentiality in managing student and family information including scholarship applications.

Other Duties

- Support the implementation of Diversity, Equity, Inclusion, Justice, and Belonging (DEIJ&B) initiatives.
- Perform additional responsibilities as assigned by the Head of School.

Required Qualifications, Skills, Experience and Attributes:

- Appropriate tertiary education degree in business, marketing, education, or related fields.
- Proven leadership experience in admissions, enrolment management, marketing, or communications.
- Demonstrated success in developing and executing strategic plans in educational or business environments.
- Strong project management, organisational, and analytical skills.
- Fluency and accuracy in written and spoken English.
- Fluency and accuracy in written and spoken Mandarin.

Desirable Qualifications, Skills, Experience and Attributes:

Desirable:

- Fluency in additional languages.

This position description is designed to outline primary duties, qualifications, and job scope but not limit the employee nor SIS to only the work identified.

Professional Growth and Evaluation:

The Director of School Development will be assessed in the context of the following major responsibilities:

1. **Admissions and Enrolment Leadership:** Achieve enrolment targets, enhance processes, and ensure a seamless experience for families.
2. **Strategic Marketing and Communications:** Lead initiatives that enhance SIS's reputation, visibility, and community engagement.
3. **Data-Driven Decision Making:** Use admissions and market data to inform strategy and resource allocation.
4. **Leadership and Collaboration:** Build team capacity, foster inter-departmental collaboration, and drive school development goals.

The Domains of Performance are provided as the basis for appraisal.

Performance Area	High-Performance Indicators
Admissions and Enrolment Leadership	Achieve annual enrolment targets aligned with school goals.
	Optimize and streamline the admissions processes for efficiency.
	Ensure a seamless, positive experience for families from inquiry to enrolment.
Strategic Marketing and Communications	Develop and implement a strategic marketing and communications plan.
	Enhance SIS's visibility through multi-channel campaigns, including digital media and events.
	Build strong local and international brand recognition through effective storytelling and community engagement.
Data-Driven Decision Making	Collect, analyse, and interpret enrolment and market data to identify trends and opportunities.
	Provide regular, actionable reports to senior leadership to inform strategic decisions.
	Ensure data-driven resource allocation to meet enrolment goals effectively.
Leadership and Collaboration	Build, mentor, and evaluate team capacity to ensure high performance and professional growth.
	Foster collaboration across departments to align admissions, marketing, and development strategies.
	Lead initiatives to align team objectives with broader school development goals.