

The German Swiss International School (GSIS) is one of Hong Kong's leading international schools with 240 faculty and administrative staff providing holistic quality education to a multinational student body of approximately 1250 students. The school is organized into two Streams, German and English, leading to qualifications in the German International Abitur and I/GCSE & IBDP respectively. We are inviting applications from experienced and qualified candidates for the following position commencing in October 2021.



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DEUTSCH-SCHWEIZERISCHE
INTERNATIONALE SCHULE
GERMAN SWISS
INTERNATIONAL SCHOOL

DIRECTOR OF ADVANCEMENT

The Director of Advancement works closely with senior management of GSIS to develop and deliver a comprehensive school wide communication & marketing strategy for both internal and external markets. This role strives to enhance and strengthen GSIS' excellent reputation & brand position and ensures transparent, coherent and timely communication to all stakeholders. The role develops and cultivates alumni relationship and engages the wider community for fund raising to support GSIS fulfil its mission, vision and educational excellence. The Director of Advancement will lead a team of 3 and be part of the senior leadership team.

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JOB RESPONSIBILITIES

- Define and articulate the GSIS Communication Strategy (including Media Strategy) that raises the brand awareness, establishes brand proposition, creates the messages and enhances visibility that supports GSIS as a choice of school and employer.
- Create needs and enquiries into GSIS program through PR and Marketing activities that attract students and families sharing GSIS's mission, vision and values.
- Define the communication structures and workflow to enable effective and timely teacher-parent, school-community communications.
- Provide accessible, timely and accurate news and information relevant to each of our stakeholder communities i.e. students, parents, and staff through tools/channels agreed.
- Create, review and safeguard all GSIS communications including management and engagement of the media.
- Develop and implement a comprehensive, KPI driven and cost effective marketing strategy and plans to support GSIS fulfil its strategic objectives.
- Collect and analyze performance data (ROI) to adjust the marketing strategy and plans (tools, channels, partners, platforms) and build a high quality pipeline for the Admissions Team.
- Design and implement a fund raising strategy tailored for different audience/donors that fund annual projects agreed with School Management and Finance Committee. Achieve the fund raising target set to support GSIS vision.
- Engage alumni through Alumni Strategy to elicit their engagement with GSIS and for their support to the GSIS community.

REQUIREMENTS

- Dynamic, highly motivated, energetic, open and interested to partner with school management and communities to drive change
- Minimum 10 years of experience in communication and marketing. Work experience with academia is a plus
- University degree in public relations, communication or a related field
- Excellent written and oral communication skill
- English language fluency and German working knowledge is a plus
- Open minded, adaptable and able to work with a broad spectrum of different stakeholders and under short, ad-hoc deadlines
- Effective interpersonal and problem-solving skills
- On time delivery and anticipatory management of outgoing communications
- Team management and stakeholder coordination experience

GSIS offers benefits such as competitive salary, medical health insurance, 25 days' annual leave, in-house cafeteria and 13th month salary payment. Staff bus transportation is provided between Central and the Peak Campus, subject to availability. We welcome candidates who show a commitment to continuous professional development and are willing to contribute to wider school activities.

Please apply with cover letter, CV and references, via the GSIS online recruitment portal (<https://www.gsis.edu.hk/careers/job-openings/>) to the Director of Human Resources.

Further information on the school, its facilities and programmes is available on the school's website <https://www.gsis.edu.hk/>

Applicants not invited for an interview after four weeks may consider their applications unsuccessful. Personal data collected will be used for recruitment purposes only. GSIS is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Full background checks will be conducted to safeguard all students at GSIS.