

The German Swiss International School (GSIS) is one of Hong Kong's leading international schools, providing quality and holistic education to a multinational student body of approximately 1250 students and 240 faculty and staff. The school is organised 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 starting **in May 2024 or as mutually agreed.**

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 with all stakeholders. The role promotes GSIS through PR and marketing activities to attract students and families who align with our mission and values. It also cultivates alumni relationships and engages the community in fundraising efforts. The Director of Advancement will lead a team and be part of the senior management team.

DUTIES & RESPONSIBILITIES

- Define and articulate the GSIS Communication Strategy (including Media Strategy) that raises brand awareness, establishes brand proposition, creates messages and enhances visibility that supports GSIS as a choice of school and employer
- 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 upon
- 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 in fulfilling its strategic objectives
- Collect and analyse 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 audiences/donors that fund annual projects agreed upon with the School Management and the Advancement Committee
- Achieve the fund-raising targets to support GSIS in fulfilling its educational excellence, mission and vision.
- Engage alumni through Alumni Strategy to elicit their engagement with GSIS and for their support to the GSIS community
- Lead marketing efforts, including branding, advertising, and promotional activities
- Oversee social media platforms and develop engaging content to enhance GSIS's online presence
- Plan and execute events
- Oversee the management and maintenance of the school's website

REQUIREMENTS

- University degree in public relations, communication, or a related field
- Minimum ten years of experience in communication and marketing. Work experience with academia is a plus
- Dynamic, highly motivated, energetic, open and interested in partnering with school management and communities to drive change
- Excellent English written and oral communication skills; knowledge of German would be advantageous
- 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 a competitive salary, medical health insurance, 25 days' annual leave, an in-house cafeteria and a 13th-month salary payment. Staff bus transportation at a subsidised rate is provided between Central and the Peak Campus, subject to availability. We welcome candidates who are committed to continuous professional development and willing to contribute to wider school activities.

HOW TO APPLY

If you are interested in joining our team, please apply 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 its programmes is available on the school's website: <http://mygsis.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.**

