



Director of MarComms  
Dulwich College Shanghai Puxi

Role:	Director of Marketing & Communications
School:	Dulwich College Shanghai Puxi <a href="https://shanghai-puxi.dulwich.org/">https://shanghai-puxi.dulwich.org/</a>
Hours	Full-time
Contract	To start from June 2020
Classification	Expatriate
Responsible to:	Head of College
Responsible for:	Marketing & Communication
Review Date:	December 2020

## Role Summary

At the heart of this role is **community**.

The Dulwich College Puxi community of students, staff and parents is a dynamic, growing one and this role works within that community to support its ongoing stability and growth. This role is about understanding the community and actively connecting with the people who lead and influence it. Through your work, you will further influence by sharing its successes, amplifying them loudly and proudly through various digital channels. At all times, your focus will be to protect the College reputation, and celebrate the shared sense of network and belonging that makes our College so special. Your marketing and communications will be engaging and competitively differentiating, from strategic planning to implementing that plan on a daily basis, leading a highly professional and supportive team around you.

In everything that you do, you will lead from the front and uphold the College's core values:

**Aim High and Work Hard.**

**Be Kind and Respectful.**

**Make a Difference.**

The role is a leadership one, the Director of MarComms is a member of the College Leadership Team (CLT). The CLT has joint responsibility for the overall direction and success of the College whilst having their own area of responsibility.



**Key areas of responsibility:**

**Communications and Content**

- Provide strategic counsel to CLT and internal stakeholders across a breadth of communications and content issues and needs relating to external and internal audiences
- Own and implement the College marketing strategy
- Develop and support development of marketing content across all College communication channels
- Strategise and implement a social media presence, including parent portals and APPs, that is constantly adapted to face changing stakeholder utilization
- Ensure newsletters, other publications and modes of communication are engaging, on-brand and reflect Dulwich codes of practice
- Represent the College in the wider community, including public and media relations through making presentations as required and championing the College and its community members including through creating news, stories and community interests
- Lead onboarding and continuous parent liaising including engaging, listening and responding to the parent body (Friends of Dulwich), anticipating potential issues and putting forward plans to manage and optimize content and communications channels
- Drive College event planning and management
- Deliver strategy and content for effective College crisis management
- Lead a team of professional marcomms and events staff and ensure they uphold best practice

**Marketing and Content**

- Working closely with Director of Admissions to lead the marketing strategy which attracts and retains best fit families & staff
- Provide leadership, creativity and innovation to your cross-functional team
- Take responsibility for the design and development of promotional materials to target "best fit" families
- Oversee the College's website, including analytics and SEO, to maximise attraction and engagement with prospective "best fit" families
- Be the brand custodian for all marketing content
- Publish across social media channels
- Support all school marketing services, providing marketing collaterals for teachers and students as required, as well as in school design
- Handle pre/post events marketing (photography and video)



- Oversee adaptations of group marketing & advertising campaigns
- Lead the development and implementation of organisation-wide marketing campaigns, building awareness and understanding of what Dulwich brand stands for

### Customer Experience

You are and you can:

- A champion for outstanding, five star customer experience – you appreciate outstanding customer service and aim to deliver it in your daily setting with parents, students and fellow staff
- Develop strategy, staff competency and tactical enablement to drive a differentiated parent communication experience aligned to the parent journey map
- Identify improvement measures and supporting KPIs in tandem with the parent communication experience
- 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

### Skills / Experience / Qualifications

- You are a people person. You are described as a connector, an influencer. You are authentic, approachable, honest; you have integrity to do the right thing. To you, education means a brighter future, and in your decision-making you always put the safety and wellbeing of children first, everytime.
- You have excellent writing and editing skills in the English language
- You are a Chinese speaker
- Ability to communicate in person, on the telephone, and in writing in a clear and courteous manner ensuring information is presented effectively in one-on-one and group situations
- Demonstrable experience of establishing and maintaining collaborative, positive and productive relationships with colleagues, media outlets including local publications and broadcaster
- Proven success of leading a team and working with, and coaching leaders
- Ability to adapt and work independently, inter-College and as part of project-based teams, as required
- Experience of managing internal and external production personnel in areas of print, photography, web presence, video production, and copywriting
- You are organised – you have good project management skills with strong attention to detail
- You put on great events! People are wowed by them.



- Crisis Comms expert.
- Experience of supporting and delivering effective crisis management
- Ability to maintain absolute confidentiality and the integrity related to all aspects of information disseminated within or external to the Group
- Sound understanding of social media platforms and able to create a meaningful and visible web presence
- Experience with website content management and design, social media platforms and online tools and software for editing video, photos, and audio
- Degree in communications, journalism, public relations, English, or writing-intensive discipline
- 6+ years of experience in communications (writing, editing, journalism, and/or public relations) with a minimum of 3 years in a management role (experience in or exposure to an Education setting is preferred)

### **Our College and Company Culture**

The culture and behaviour of Dulwich College International is a reflection of it's values.

### **Students Come First:**

- We exist to serve our students. Every decision driven by their wellbeing. We inspire every student to turn their dreams and ambitions into personal bests.
- We take ownership of our learning. Find ways to bring it to life. To give quality feedback and make every moment count.

### **We Live, Teach and Learn Worldwide:**

- We build bridges to the world to make a positive difference
- We care for one another, our communities and our planet
- We are connected
- The future is always one step ahead yet we are already equipped with the skills, courage, compassion to navigate it with confidence

### **We are One Family of Schools:**

- We leverage our diversity, embrace our global family. We accomplish what a single person or school alone, cannot.
- We draw on our collaborative spirit, our collective talents. To take new ideas and turn them into real opportunities.



**We have a Pioneering Spirit:**

- We are proud of our tradition of innovation. We have the humility to question our way of doing things. We are open to the potential of change.
- We do not fear mistakes. We learn from them and leap forward.
- We will take the path less travelled. Because we see what others don't. We take moments to reflect, to shape the journey ahead.

**We are always safe:**

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.