

Director – Marketing, Admissions & Development

Organization: American School Hong Kong, an Esol Education School

Industry: Education Management

Location: Hong Kong S.A.R

American School Hong Kong (ASHK) is seeking a senior professional in the field of international education marketing for the role of Director – Marketing, Admissions & Development.

About ASHK

Inaugurated in September 2016, American School Hong Kong (ASHK) was founded by Esol Education, selected by the Education Bureau of the Government of Hong Kong through a competitive bidding process. A non-profit, non-denominational school, ASHK offers an accredited American education delivered by North American teachers, guided by Esol Education's 40-plus years of educational expertise in establishing and operating premium K-12 international schools worldwide. Located in Tai Po in the New Territories, ASHK's holistic approach to education promotes a student's full intellectual, physical, moral and social development. A strong STEAM (Science, Technology, Engineering, Arts and Mathematics) focus is a key characteristic of the school, along with its Chinese Language program. Currently serving students from KG to Grade 10, ASHK will then evolve to a full-scale K-12 school, offering the International Baccalaureate (IB) Diploma Program (DP) in Grades 11 and 12, in addition to a US High School Diploma. ASHK is accredited by the Western Association of Schools and Colleges (WASC) and the Middle States Association of Schools and Colleges (MSA), two leading accrediting commissions for Schools in the United States. The spacious school site has undergone a full scale 80 million dollar upgrade, with advanced laboratories and specialty rooms, along with an extensive sports and activities program, with an additional 20 million dollar expansion planned for 21-22.

Esol Education's global network of ten international schools, serves thousands of families across the Middle East, Europe and East Asia. Esol Education's American schools are accredited by the Middle States Association of Colleges and Schools in the USA, and by the Council of International Schools in Europe. Esol Education graduates matriculate to leading universities, with recent graduates currently attending the world's top 50 schools including Harvard, Stanford, Oxford, Yale, MIT and Columbia University.

The Role

Reporting to the School Director and Executive Leadership, the position of Director – Marketing, Admissions & Development will oversee the admissions and marketing departments, with the key objective of developing and implementing a growth strategy for ASHK, building on the schools ethos and reputation, by increasing awareness of ASHK within HK and adjoining Mainland territories with a focus on student recruitment and retention, advancement, and as the school community grows, alumni program development. The role involves:

- Leading ASHK admissions and marketing departments, ensuring smooth communication between teams, streamlining processes for the ASHK admissions and marketing department, to ensure excellence in service delivery to prospective families throughout the enrollment journey at ASHK

- Setting annual enrollment goals, and providing feedback to leadership, in line with the current needs of the market
- Setting strategies and process for managing leads and inquiries and regular reporting
- Setting and implementing strategies for enrollment growth, including creating and managing student sponsorships
- Creating an outreach program to establish partnerships and collaborations within the local community, businesses, nurseries
- Building the ASHK advancement program, managing events and other fund-raising initiatives
- Manage marketing and PR efforts along with the marketing department to ensure positive brand awareness for the school
- Oversee communications and materials to maintain Esol Education and ASHK brand standards

Skills & Qualities

- Excellent communication skills in English. While Mandarin is not mandatory, it is preferred
- Excellent interpersonal skills and a positive and enthusiastic attitude
- Strong work ethic and superior professionalism and judgment
- Committed to achieving service excellence in marketing and admissions
- Self-Motivated and results-driven
- Resourceful and collaborative approach to solving problems
- Leadership and influencing skills
- Commercially aware with good business acumen
- Proactive and able to prompt others to ensure deadlines and targets are achieved
- Excellent attention to detail
- Affinity with and interest in education

Experience & Qualifications

- Bachelor's Degree in Business, Marketing or related field of study
- Must have experience working with CRM and funnel management
- Understanding of the role and influence of social media and digital marketing channels from discovery to enrollment
- 7-10 years' experience in sales/marketing, preferably in the education sector in Hong Kong

Salary & Benefits

We offer a competitive salary commensurate with experience and industry standard benefits package.

Application Procedure

Submit all documents in a single PDF file and forward by email to: jobs@ashk.edu.hk

- Cover Letter
- Current CV
- Contact details of 3 professional referees