



JOB DESCRIPTION

Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.

Position Title	Head of Marketing	Reference: 130521
Function/Department	Admissions	Location: Singapore
Manager Name & Title	Director of Marketing and Admissions	
Position Type	Permanent	
Position Status	Full time	

Position Objective

The Head of Marketing (HM) is a key role within the school community and will contribute to its onward success and growth. Specific responsibility will be for the organisation, administration, and strategic development of all business relating to the marketing and promotion of the School to support and drive student recruitment at all levels, through targeted marketing initiatives and activities.

The HM leads and mentors the marketing team and the Inquiry team, including Admissions Assistants as part of the lead generation and front desk function of the Admissions & Marketing department. The HM works collaboratively across functions and teams within the wider school community, adding value as a leader beyond just their functional expertise.

The HM is accountable for identifying, collating, and analyzing critical market trends from data analytics as well as feedbacks from the Admission Managers and prospective families.

The HM supports the Director of Marketing and Admissions with ongoing staff selection, orientation, training, coaching and performance management of the Marketing and Inquiry teams.

The overall objective of the role is to ensure Stamford continues to attract (and convert) new joiner students across both the Woodleigh and Early Learning Village campuses, whilst raising the profile and position of the School in Singapore and beyond.

Responsibilities

The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom s/he is responsible, or with whom s/he comes into contact will be to adhered to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Designated Safeguarding Lead or to the Head or indeed to the Cognita Regional Safeguarding Manager so that a referral can be made accordingly to the relevant third party services.

Main Responsibilities:

Marketing Strategy –

- Work with the Director of Marketing and Admissions to develop and execute annual marketing plan for student recruitment.
- Work with Director of Marketing and Admissions to monitor expenditure according to the Marketing Plan and Budget and to recommend changes which may be required from time to time to reflect on market conditions.
- To ensure SAIS is seen as the school of choice in our local and regional markets. To ensure brand and corporate identity is used consistently throughout marketing campaigns. To be the brand ambassador to ensure brand guidelines are implemented and used appropriately.



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- Support the Marketing and Admissions Director to prepare forecasting enrolments and providing accurate and timely updates on a weekly basis, based market feedback and data trends.
- To produce quarterly reports on competitors including branding direction, marketing activities, digital presence, student numbers and academic provision.
- To lead the work on Prospective Parent Journey Mapping with the objective of maximizing Prospective Parent and Student Satisfaction and exceptional Customer Experience.
- Work with Comms to submit regular press releases on school activities, event and student achievements.

Lead and Opps Generation –

- To establish links and to liaise with local and regional online and offline advertising media to drive traffic to the school website for quality lead generation purpose.
- To lead the school digital efforts, including the school website, social media, digital marketing campaigns, school events, and collateral materials, with the effort to generate leads.
- To increase the effectiveness of lead generation and conversion, and to work side by side with the Director of Marketing and Admissions to maximize the conversion rate, from lead through to enrolment.
- To make use of CRM to manage leads through the customer journey, ensuring awareness, interest, and once they are parents, we nurture them all the way through to making them loyal and advocates of our school.

People Management -

- Manage and mentor the marketing team to keep abreast with latest marketing techniques to enhance performance.
- Manage and mentor the inquiry team and admissions assistants to ensure leads are worked on within 48 hours and inquiries are responded to within 24 hours, with the aim of converting leads into quality opportunities for admission managers.
- Ensure phone coverage, CRM updates and pipeline reporting are up to date from the Inquiry team.
- Manage and mentor the admissions assistants to ensure the highest level of customer experience and support for the admissions team.
- Hiring and training of new team members under your function.

Operations –

- Coordinate and manage year-round student orientation for both Woodleigh and ELV for all students new to SAIS.
- Liaise with the school divisions on new joiner report and class placement.
- Work with Director of Marketing and Admissions to enhance our boarding program. Liaise with Head of Boarding to place SAIS boarders smoothly.
- Assist with events where needed.
- Continued drive to improve the CRM functionality.
- Work with Director to conduct admissions surveys, analyze and act on areas for improvement.

Position Requirements

- Demonstrates the Stamford Values – Integrity, Courage, Ingenuity and Compassion
- At Least 6 years marketing experience leading a team in a customer centric environment.
- Lead generation expertise
- Digital marketing expertise
- Have experience of using CRM systems, able to analyze and present data using the system.
- Excellent verbal (telephone) and written communication skills
- Outstanding time management and organisation skills
- Result oriented and driven by successful outcomes.
- Strong people management skills
- Able to manage challenging situations, solution orientated with positive outlook.



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- Sales experience is preferred.

Qualifications

- Bachelor's degree or equivalent certification or related experience
- Experience in an international setting will be an added advantage

Contacts

- Direct report to the Director of Marketing and Admissions
- Liaising with School Admissions and Academics Teams
- Customer facing role

Working Conditions

- School Environment
- Prepared to put in extra hours when necessary
- Work effectively and collaboratively in a team

Terms of Employment

- Working hours: 8:00 am to 5:00pm, Monday to Friday,
- Annual Leave: 21 working days
- Bonus: 20% (on achieving of set targets)
- Medical Benefits: Medical insurance provided where applicable
- Sick Leave/Hosp: 60 days hospitalization leave, including 14 days sick leave
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background Check: Required