

Job Description

Manager - Marketing

Guiding Statements

- **Our Vision:** To provide an innovative international education that inspires learners to make a positive impact on the world.
- **Our Mission:** To provide an inclusive learning community, embracing diversity by offering a challenging IB education which empowers its members to be caring, global citizens.
- **Our Motto:** “Igniting Minds, Impacting Lives”

School Context

IGB International School (IGBIS) is a vibrant Early Years to Grade 12 international school that provides a dynamic, innovative and inclusive learning environment where students are challenged to excel in both their learning and personal growth. An International Baccalaureate (IB) World School, IGBIS was the first school in Malaysia authorised for the full continuum of IB programmes: the Primary Years Programme (PYP), the Middle Years Programme (MYP), the Diploma Programme (DP), and the Career-related Programme (CP). IGBIS is the only school in Malaysia accredited by the New England Association of Schools and Colleges (NEASC) and is also a member of the Association of International Malaysian Schools (AIMS), the East Asia Regional Council of Schools (EARCOS), the Council of International Schools (CIS) and Next Frontier Inclusion.

An IB education aims to develop inquiring, knowledgeable and caring young people who help create a better and more peaceful world through intercultural understanding and respect. This philosophy underpins the curriculum, co-curricular and after-school programmes at IGBIS with the aim to inspire students to become principled, global citizens. IGBIS is committed to providing high-quality international education for our students in an inclusive learning community where they participate in a challenging, caring and holistic educational experience.

Pro-Diversity Statement

As a school with inclusiveness as a Pillar, we are committed to diversity and therefore aim to hire staff as diverse as the students we serve. Our goal is to create an organizational culture that gives voice to a variety of global perspectives from within Malaysia and across the world. We work with a wide range of people who are experienced, qualified and mission-aligned, including people from traditionally underrepresented backgrounds.

Child Safeguarding Commitment

Safeguarding the welfare of children and young people is a priority and we expect all staff to share that commitment. All IGBIS teachers and staff undergo child safeguarding screening including checks with past employers, law enforcement authorities, and other governmental agencies as required.

Reports to

The Head of School

Main Working Relationships

Marketing Team, School Administrators, Admissions Team, External Marketing Agencies, Student Recruitment Agencies, Parents and Parent-Teacher Associations, Students (for student-related marketing campaigns and engagement), Alumni (for alumni engagement and fundraising campaigns), Local Community and Media (for community engagement and public relations), Event Management Companies.

Our Shared Responsibility

- Commit to, pursue and positively promote the School's Vision, Mission and Motto.
- Model and encourage a culture and climate in support of the IGBIS Guiding Statements and the IB Learner Profile to create a sense of belonging for all.
- Develop an environment in which students and staff are challenged, supported and provided with a sense of purpose so as to develop and maintain an enthusiasm for learning.
- Critically reflect on and constantly improve your own knowledge and skills through professional dialogue, collaboration and professional development.
- Build relationships with all stakeholders that promote the success of the School.
- Communicate effectively with students, parents, school administrators and other staff, including the ability to discuss topics which may be sensitive and/or challenging.
- Have the ability to organize tasks and manage your time in order to meet deadlines with accuracy and professionalism.

Position-Specific Responsibilities

The Manager - Marketing plays a pivotal role in leading marketing and branding efforts at IGBIS. This strategic position requires a dynamic and innovative individual to drive the school's marketing strategy, enhance brand visibility, and increase student enrollment. The Manager - Marketing will collaborate closely with the leadership team and Admissions Department to achieve the school's strategic goals. This role involves a broad spectrum of responsibilities, which include but are not limited to the following:

Enrollment Growth Strategy and Leadership

- Collaborate with the Head of School and Admissions Team to formulate comprehensive marketing and branding strategies aimed at increasing student enrollment and achieving the School's strategic goals.
- Provide leadership and guidance to the Marketing team to execute enrollment growth strategies effectively.
- Develop and enforce brand consistency across all School communications and materials to attract prospective students and parents.



- Manage the marketing and communications department's daily operations, including budget management and priority setting, with a specific focus on strategies to boost student numbers.
- Participate in key meetings with the Business Management Team, Senior Leadership Team, and Board when requested, presenting enrollment growth initiatives and progress.
- Lead the planning and execution of marketing events and activities designed to engage prospective students and their families.

Brand Management and Development:

- Act as the custodian of the school brand, ensuring brand integrity and consistency in messaging that appeals to prospective students and parents.
- Develop and implement brand management and marketing plans specifically designed to attract and retain students.
- Research, design, and review projects to ensure they align with branding goals and corporate image guidelines, emphasizing their impact on student recruitment.
- Collaborate with content writing staff and production suppliers to create compelling enrollment-focused content and materials.
- Maintain a digital photo bank for current and future marketing materials, including those targeting prospective students.

External and Internal Communication for Student Recruitment:

- Manage the public relations and communication needs of the school, both internally and externally, with a primary goal of increasing awareness and interest among prospective students and their families.
- Lead the development of the School's presence on social media platforms, including daily administration and content management, with an emphasis on showcasing the School's unique offerings and advantages to potential students.
- Coordinate creative activities related to advertisements, print media, marketing collaterals, in-house creative artworks, website development, and other communication media, prioritizing their impact on student recruitment.
- Provide support and training in key marketing processes to team members, emphasizing strategies for attracting new students.

Marketing Material Production with Enrollment Focus:

- Lead the team in the preparation of advertisements, print media, marketing collaterals, in-house creative artworks, and production, with a specific emphasis on materials that resonate with prospective students and parents.
- Ensure the quality and alignment of marketing projects with branding goals and their effectiveness in attracting and retaining students.
- Collaborate closely with production suppliers to ensure the timely and successful execution of creative projects directly related to student recruitment.

- Develop and oversee marketing events and activities targeting prospective students and parents, ensuring they align with the enrollment growth strategy.

Student Enrollment Growth Initiatives:

- Develop and implement targeted student enrollment growth initiatives, closely monitoring their effectiveness and adjusting strategies as needed.
- Analyze enrollment data and market trends to identify opportunities for increasing student numbers and develop strategies to capitalize on these opportunities.
- Work collaboratively with the Admissions Team to optimize the student recruitment process, from initial contact to enrollment, ensuring a seamless and positive experience for prospective students and their families.

Marketing Events and Activities:

- Lead the planning, coordination, and execution of marketing events and activities designed to engage prospective students and their families, such as open houses, campus tours, workshops, and information sessions.
- Collaborate with various departments to ensure that marketing events align with the School's enrollment goals and effectively showcase its academic and extracurricular offerings.

Other responsibilities:

- Undertake any duties/tasks as and when assigned by the Line Manager.

Personal Attributes, Skills and Characteristics

As an Individual in a Managerial Role:

- **Strategic Management:** Demonstrating the capability to develop and articulate a well-defined strategic direction for the organization or department, ensuring alignment with overarching goals and objectives.
- **Leadership Skills:** Demonstrating leadership qualities, including the ability to lead projects, teams, or initiatives within the organization.
- **Performance Management:** Effectively managing and evaluating the performance of team members, providing feedback, coaching, and development opportunities.
- **Decision-Making:** Making informed and timely decisions that consider both short-term and long-term impacts, while weighing risks and benefits.
- **Mentorship and Development:** Supporting the professional growth and development of team members, mentoring and guiding them to reach their full potential.

As a Marketing Team Member:

- **Adaptability:** The ability to adapt to changing marketing trends, consumer behaviour, and industry dynamics as the field of marketing is continually evolving.
- **Marketing Proficiency:** Possessing strong marketing skills and proficiency in marketing tools, strategies, and tactics to effectively promote the school's offerings

and reach its target audience.

- **Analytical Thinking:** Demonstrating the capability to analyze market data, consumer insights, and campaign performance to make data-driven decisions for the benefit of the school's marketing efforts.
- **Customer-Centric Approach:** Having a dedicated focus on providing excellent customer service to prospective students, parents, and other stakeholders, ensuring their marketing needs and inquiries are addressed promptly and effectively.
- **Innovative Thinking:** Cultivating a creative and innovative mindset to explore new marketing technologies and strategies that can enhance the school's promotional efforts while staying current with the latest trends in marketing and education.

As an IGBIS Staff Member:

- **Establishing Effective Working Relationships:** Skill in establishing and nurturing effective working relationships based on mutual respect with colleagues, clients, and stakeholders.
- **Proven Problem-Solving Skills and Initiative:** Demonstrating a track record of effective problem-solving skills and the proactive initiative to address challenges.
- **Cross-Cultural Sensitivity:** Sensitivity to cultural differences and a commitment to fostering an inclusive and diverse environment within the organization.
- **Open- and Internationally-Minded:** Being open- and internationally-minded with good intercultural understanding.
- **Effective Communication in English:** Fluency in English with strong oral and written communication skills, facilitating clear and effective communication.
- **Resilience, Flexibility, and Energy:** Having the resilience, flexibility, and energy needed to thrive in a growing and dynamic school.
- **Continuous Learning:** A commitment to ongoing professional development and staying current with the latest trends in work-related aspects.
- **Honesty, Integrity, and Compassion:** Demonstrating honesty, integrity, and compassion, all with a good sense of humour.
- **Outstanding Interpersonal Skills:** Being an outstanding listener who thrives in a collaborative environment.
- **Professional Conduct:** Adhering to high standards of professional conduct and consistently aligning with the organization's core values.
- **Teamwork:** Being a good team player.

Required Qualifications

Minimum Academic/Professional Qualification

- Degree in Business Admin, Management, Marketing, Communication or a related field of study.

Related Experience



IGB International School (IGBIS)

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- At least 5 years of experience in a similar role.
- Experience in running both print and digital marketing campaigns.

Competencies (Knowledge, Skills & Abilities)

- Proficiency in developing and executing strategic marketing plans to achieve organizational goals and objectives.
- Ability to conduct market research and analysis, including competitor analysis and consumer behaviour insights, to inform marketing strategies.
- Expertise in various digital marketing channels, including SEO, SEM, social media, email marketing, and content marketing.
- Skill in building and maintaining a strong brand identity, ensuring consistent messaging and brand integrity across all marketing materials.
- Strong leadership and team management skills to guide and motivate marketing teams, fostering collaboration and creativity.
- Capability to track and measure marketing campaign performance, analyze data, and make data-driven decisions to optimize marketing efforts and demonstrate ROI.

Additional Notes

This job description details responsibilities but is not prescriptive. The incumbent may be required to undertake other duties and responsibilities commensurate with the scope of the post. This job description may be subject to amendment, to meet the changing needs of the school, following appropriate consultation.

IGBIS is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share and demonstrate this commitment.

