**OUR MISSION**
UISG is an inquiry-driven learning community that embraces the diversity and uniqueness of each individual and commits to the International Baccalaureate Continuum.

**OUR VALUES**
Unique · Inclusive · Successful · Globally Aware

• **JOB DESCRIPTION** 职位描述

# UISG Admissions & Marketing Manager

***MARCOM** – Admissions & Marketing – Full-time - Academic year, 2027–2028*

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| **Position** 职位 | *Admissions & Marketing Manager* |
| **Division** 部门 | *Admissions, Marketing & Communications (MARCOM)* |
| **Reports to** 直属上级 | *Superintendent* |
| **Line management** 管理下属 | *Admissions & Marketing Team* |
| **Liaises with** 联络对象 | *Senior Leadership Team (SLT), Academic Leadership Team (ALT), Students, Parents, UPTA, and extended UEF Community.* |
| **Contract** 合同类型 | *Overseas - Full-time - Initial Contract is 2 Years* |
| **Start date** 入职日期 | *July, 2027* |
| **Location** 工作地点 | *Utahloy International School Guangzhou, 800 Sha Tai Bei Road, Baiyun District, Guangzhou* |

## 01 Overview of the Role 职位概述

The Admissions and Marketing Manager leads student recruitment, enrollment growth, and market development for UISG, working closely with the Superintendent and wider Utahloy Group. The role oversees the end-to-end admissions journey and Family Experience Journey, developing and delivering data-informed, mission-aligned marketing and enrollment strategies. The Manager leads the team to meet annual enrollment targets while building strong relationships with families and community partners and promoting a consistent, compelling representation of UISG.

We are seeking a strategic and results-driven Admissions and Marketing Manager to lead a dynamic team of 8 in-house members, and external collaboration with group design and project teams. The role focuses on increasing student enrollment through targeted marketing and promoting the school's distinctive Mission and Values. By delivering outstanding customer service to prospective and current families, the A&M Manager will help ensure that annual targets for registrations, confirmations and final acceptances are consistently met or exceeded. The Manager will draw on their experience to inspire, guide and support the team, fostering professional growth and collaboration.

## 02 Key Responsibilities 主要职责

### Leadership and Management

- Lead, motivate and manage the Admissions and Marketing teams in accordance with UISG policies and procedures.
- Conduct staff performance evaluations in alignment with UEF guidelines and identify professional development opportunities for team members.
- Model high-quality service and professional conduct in interactions with families, colleagues, partners, and stakeholders.
- Uphold UISG's Mission and Values and ensure they are reflected in departmental activities and communications.
- Serve as an accessible, visible leader who builds productive relationships across the UISG community and Guangzhou.
- Contributing to school policies and procedures, particularly those related to enrollment management.
- Collaborate with the Senior Leadership Team (SLT), administrative department managers, UISG academic and administrative staff, and Utahloy Parent Teacher Association (UPTA).
- Influence and work through the SLT, staff, and Utahloy Group colleagues to achieve results beyond the direct team; set clear priorities for growth and lead the team to deliver them.

### Admissions and Enrollment

- Administer UISG admissions policies and procedures, maintain current documentation, and submit proposed policy revisions for approval as needed.
- Review applications against UISG admissions criteria in consultation with the SLT and finalize offers in accordance with policy and available capacity.
- Manage and continuously improve admissions systems, processes and workflows to support a responsive family experience and agreed enrollment targets.
- Serve as the primary liaison for English-speaking expatriate families, guiding them from inquiry through enrollment and helping them complete application requirements.
- Oversee daily enrollment and re-enrollment activities, manage the shared UISG Admissions email inbox, and provide accurate, timely enrollment updates to the SLT and relevant administrative departments.
- Lead the Family Experience Journey so every family receives a personalized, professional and seamless experience in person and online, from first inquiry through enrollment, re-enrollment and advocacy.

### Data, Forecasting and Systems

- Use OpenApply and other approved systems to maintain accurate, complete, and confidential records for prospective and enrolled students.
- Organize and monitor prospective family leads in the CRM, track progress through the admissions funnel, and analyze inquiry, application, offer and enrollment conversion.
- Prepare enrollment forecasts and statistical reports to inform UEF and SLT planning, including budget and capacity decisions.
- Identify trends and opportunities in admissions data and recommend actions to improve recruitment, conversion, and retention.
- Develop annual and termly Admissions and Marketing budgets, monitor expenditure against approved budgets, and manage spending within UEF guidelines; prepare regular and ad hoc reports for the SLT, Superintendent and other stakeholders, including analysis and recommendations.

### Marketing, Brand and Communications

- Work with the MAC to develop and implement the Annual Marketing Plan, aligning activities, channels and resources with enrollment goals and the school's Mission and Values.
- Act as a guardian of the UISG brand, ensuring consistent visual identity, tone and key messages across communications and promotional materials.
- Develop, update and manage marketing collateral, promotional materials and digital assets for UISG programmes, events and activities.
- Plan, create and curate content for social media, advertising campaigns, the UISG website, and other digital and print channels.
- Analyze campaign performance and prepare reports with practical recommendations to improve reach, qualified inquiries, conversion and return on investment; review and edit external communications and promotional materials for clear, accurate English and consistent brand presentation.

### Market Development, Partnerships and Events

- Build and maintain relationships with approximately 100 strategic partners, diplomatic and corporate stakeholders, along with members of Guangzhou's local and international communities to support admissions and brand visibility.
- Develop productive relationships with feeder schools and other relevant organizations, relocation agents, embassies and consulates, and corporate employers.
- Monitor competitors, market trends and the local international school landscape; use market research and performance data to understand competitors and audiences and provide data-informed recommendations to UEF and the SLT on growth opportunities.
- Assess advertising and partnership opportunities, review recurring contracts, and recommend renewal or other actions to UEF.
- Maintain and develop knowledge of the international school market in Guangzhou and the local education context.
- Lead the planning and delivery of key admissions and marketing events, including workshops, New Family Orientation, UISG Open Day, IFOL, and other annual initiatives.
- Assess campus facilities and visitor-facing spaces with the Administrative Manager, Facilities Department and SLT, recommending improvements that support a welcoming and professional experience for prospective families.
- Collaborate with UEF and the Alumni Coordinator to support the growth and engagement of the Utahloy Alumni Association.

### Collaboration and Community

- Serve as the primary liaison to the Utahloy Parent Teacher Association (UPTA).
- Organize and attend monthly UPTA–SLT meetings with UPTA executive members.
- Plan quarterly UPTA All Parents Meetings and co-develop communications for parents.
- Partner with the Finance Office on fee-related communications, payment tracking, and required documentation.
- Work closely with the SLT and the wider Utahloy Group, including colleagues across the Utahloy Group as directed by the Superintendent.

### Key Performance Indicators

Performance will be reviewed against agreed annual targets and may include:

- **Enrollment:** Progress toward approved enrollment targets and projections.
- **Funnel conversion:** Conversion rates at key stages from inquiry through enrollment.
- **Retention:** Re-enrollment and student retention outcomes against agreed targets.
- **Marketing effectiveness:** Campaign performance, return on investment and cost per lead, assessed against campaign objectives and budget.

- **Brand consistency:** Consistent and accurate use of UISG branding and key messages across channels and materials.

**The role also includes other duties and projects as assigned by the Superintendent or Head of School.**

## 03 Qualifications & Experience 任职资格

| Essential 必备 | Desirable 优先 |
|---|---|
| • Bachelor's degree or higher in marketing, education or related field preferred.<br>• Experience in sales, admissions, marketing, or customer service management in a comparable environment.<br>• Familiarity with international schools and the needs of culturally diverse families and stakeholders.<br>• Ability to analyze admissions and campaign data, report findings, and make evidence-informed recommendations. | • Knowledge of Guangzhou's international school market and local education context.<br>• Experience adapting a group or regional brand framework for a local market.<br>• Experience in the international school context with preference to those with IB.<br>• Strong digital awareness, including WeChat Channels, Little Red Book (Xiaohongshu), etc. |

## 04 Knowledge, Skills & Abilities 知识与能力

- Fluent written and spoken English.
- Specialist knowledge of IB Programmes, the international school market, admissions and enrollment management, digital marketing across owned, earned and paid media, and data analysis.
- Technical skills using CRM, OpenApply, social media, and website platforms.
- Strong interpersonal skills and the ability to work collaboratively in a diverse, international team.
- Able to communicate clearly with students, colleagues and parents, including explaining specialist information to non-specialists.
- Organized, reliable, and able to manage a varied workload.
- Strong influencing, storytelling, project management, and conflict-resolution skills.
- Resilient and able to work effectively in a fast-changing environment.
- Warm, service-oriented approach, with a commitment to an excellent family experience.
- Professional conduct and sound judgment in all interactions.

## 05 Child Protection & Codes of Conduct 儿童保护与行为准则

- Follow the UEF Child Protection Policy and UISG's codes of conduct as outlined in the Academic Staff Handbook at all times.
- Complete all required safeguarding training and report any concern promptly to the Designated Safeguarding Lead.
- Follow the UISG Acceptable Use Policy and the school's social media guidelines.
- Collect, store and share student and staff information in line with UEF policy and China's Personal Information Protection Law (PIPL).

> **Our commitment to safeguarding**
> UISG holds itself to the highest standards of child protection. All staff working with children require criminal record clearance and successful background checks from their country of origin and, if different, their country of current residence.

## 06 Communication 沟通

- Promote the profile of the school and Utahloy Group through initiatives and events.
- Maintain clear, timely, and professional communication with colleagues, students, and families.

## 07 Commitment to Reflection & Improvement 反思与成长

- Take part in UISG's staff professional development program.
- Seek opportunities to extend expertise and keep up to date with current thinking in the field.
- Participate in, in-service activities, external courses, and conferences as appropriate.

## 08 Active Involvement in the School 积极参与学校发展

- Support and promote the school's Mission and Values.
- Maintain supportive professional relationships with the school community.
- Participate actively in school improvement initiatives.

## 09 Working Conditions 工作条件

- The role is entitled to the PRC statutory holidays and welfare leave. The holiday entitlement shall not follow the teachers' holiday schedule.
- The role may involve evening and weekend events such as Open Days, New Family Orientation, UPTA meetings and IFOL, and occasional travel for recruitment or partner engagement, as needed.

*This job description sets out the main duties of the role. It is not exhaustive and may be reviewed and updated by the Superintendent in consultation with the post holder to reflect the changing needs of the school.*

**DOCUMENT CONTROL**

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