Director of Marketing & Communications
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Tanglin Mission

Tanglin Trust School Singapore has a long tradition of providing British-based learning with an international perspective. At Tanglin we strive to make every individual feel valued, happy and successful. Responsibility, enthusiasm and participation are actively encouraged and integrity is prized. Working together in a safe, caring yet stimulating environment, we set high expectations whilst offering strong support, resulting in a community of lifelong learners who can contribute with confidence to our world.

Our Vision

We aspire to be the best school in the world with a dynamic learning community which nurtures and inspires every individual to be the best they can be. Our core values of Respect, Responsibility and Purpose are at the heart of everything we do across the school.

The Role

The Director of Marketing & Communications will be an experienced, dynamic and highly motivated individual responsible for driving the marketing and communications strategy across all areas of the school. Branding and positioning of the school within the increasingly competitive landscape of Singapore will be a key focus moving forward. The successful candidate will be expected to develop long-term strategic goals, foster collaborative relationships both within and outside of the school, as well as continue to showcase Tanglin as a world class school to both the local and international community. Reporting directly to the CEO, the successful candidate will contribute to the strategic direction of the whole school and will play a vital role to its ongoing success.

The Director of Marketing & Communications will be a member of the whole school Management Team, reflecting the importance of the position and to enable the brand to permeate across functions.

Key Responsibilities

Management & Strategy:

- Provide innovative leadership in creating a marketing and brand strategy, including developing long-term goals and an annual operating process to optimise the positioning of Tanglin Trust School in an increasingly competitive market;
- Lead the Marketing and Communications team to ensure a cohesive and collaborative approach to external marketing and internal communications using an omni-channel approach;
- Foster collaboration with other departments, in particular the Senior School, Junior School, Infant School, Admissions and Development departments, to create streamlined marketing programmes to support all areas of the school;
- Understand and keep up with industry best practices and emerging strategies that will keep marketing and communications up to date and ensure the school maintains a competitive edge, in particular the use of digital channels and customer data (being GDPR compliant) for example;
- Develop new creative, innovative and out-of-the-box approaches in applying the school’s messages;
• Liaise with the Chief Operating Officer (COO) and Finance Director to develop marketing and communications financial strategies by estimating, forecasting, and anticipating requirements, trends, and variances, aligning monetary resources, developing action plans, measuring and analysing results;

• Be a member of the crisis management team, managing the response to and communications around both planned and unplanned situations across multiple media to both the internal and external community as appropriate;

• As a member of the whole school Management Team, work alongside other senior leaders to contribute to and shape the whole school strategy infusing our brand thinking moving forward to ensure Tanglin retains its position as the school of choice for families in Singapore.

**Marketing:**

• Lead the development and execution of a thorough and integrated external marketing strategy aligned with the school’s strategic objectives, specifically to build on Tanglin’s heritage in Singapore and to enhance its international reputation as a world class school;

• Review Tanglin’s brand awareness and competitive positioning to create a clear and transparent brand strategy, successfully leading the marketing team from conceptualisation of a strategy to its close;

• Effectively lead and manage the Marketing team by communicating and demonstrating the school’s values, policies, and procedures; work closely with the marketing team to ensure that they are functioning effectively and efficiently;

• Oversee the ongoing development of the school’s website and portals including brand, design, content, layout, functionality and search engine optimisation and measurement;

• Review and oversee the development and maintenance of a range of marketing collateral (both online and print), to support the school’s brand and proposition, including key publications such as Reflections, School Profile, Prospectus, supporting brochureware, and ad hoc projects;

• Lead the PR/Advertising strategy to reinforce the school’s brand and proposition and optimise its exposure on online sites and coverage in printed publications;

• Lead the school’s digital and social media strategy ensuring a presence on key listings and directories as well as an integrated content strategy across relevant social networking platforms including but not limited to Facebook, Twitter, YouTube, Instagram, Flickr, Pinterest and Linkedin.

**Communications:**

• Review and monitor the effectiveness of existing internal communication processes and practices and work closely with the Communications Manager to develop and shape an ongoing and effective internal communications strategy;

• Effectively lead and manage the Communications team by communicating and demonstrating the school’s values, policies, and procedures; work closely with the Communications Manager to ensure that the Communications team is functioning effectively and efficiently;

• Oversee the execution of the internal communications strategy, led by the Communications Manager;

• Oversee the collaboration and communication with different members of the community to build support and understanding, and collate feedback to shape the communications strategy;

• Support the Communications Manager in working with the Management and Leadership Teams to ensure the timely and effective communication of important messages to the community via the school’s communication channels;
• Oversee a consistent and clear communication of Tanglin’s corporate identity and communication processes to staff and ensure all internal communications support the brand.

Admissions:
• Work closely with the Admissions Director to develop and execute an effective marketing programme that promotes positive relationships and reputation with the community (internal and external) and attracts prospective parents and students.

Development:
• Work closely with the Director of Development to promote Development initiatives to the internal and external community.

Photography:
• Oversee the management of photography of all school events;
• Oversee the use of photography across all internal and external communication tools in the most effective way and according to the school’s Photo Policy.

Qualifications and Skills

Qualifications:
• Bachelor’s degree in business or marketing or a related field (essential).
• A Master’s in Business Administration will be an advantage.

Experience:
• A minimum of 10 years’ experience of managing brands, developing creative and innovative marketing strategies that heavily leverage offline and online mediums / channels in facilitating effective marketing programmes.
• Experience of managing a marketing team from conceptualisation of a strategy to its close.
• Proficiency in ‘modern marketing’ that incorporates ROI and metric-driven models, CRM systems, databases and marketing automation, using various software such as Salesforce, Google Analytics, Marketo and Adobe Illustrator and InDesign for example.

Personal Attributes

• Exceptional leadership skills, being able to move and inspire a cross-functional group, leading it into a unified direction with a common vision.
• Strong strategic thinker who has a passion for tactical and detailed marketing execution.
• Strong project management skills in order to effectively oversee and meet strategic goals.
• Effective analytical skills to properly evaluate internal and external trends or issues and create appropriate solutions.
• Excellent relationship building and people management skills in order to effectively manage the Marketing and Communications team and build relationships with members of the Tanglin school community, and other International Schools in Singapore.
• Have a positive and passionate attitude towards the students, staff and the Tanglin Community.
• Excellent communication and presentation skills with the ability to communicate across all levels of the school and its community.
• Cultural awareness with the ability to relate to and work with individuals from a wide variety of cultural, racial and religious backgrounds.
• The ability to be efficient, flexible and adaptable in a pressurised environment.
• Have a disciplined approach to timekeeping and attendance.
• Maintain a standard of personal presentation in keeping with the role.
• Liaise with all team members working towards common goals.
• The ability to work independently, to be self-motivated, proactive and forward thinking.

The school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The successful candidate will be required to provide an Enhanced DBS disclosure certificate, or equivalent.