



ISH Mission

As an international community of learners we nurture inquiring minds, compassionate hearts and balanced lives.

ISH Vision

ISH is a welcoming and inclusive community where innovative thinkers teach and learn together. We believe in the power of education to develop global citizens who lead lives of purpose and meaning.

ISH Core Values

Everybody Safe. Everybody Kind. Everybody Respected. Everybody Responsible.

Director of Community Relations (Ref. Code 2021-052)

General Position Description

The Director of Community Relations is a member of the Senior Leadership Team and is responsible for marketing, admissions and communications at the International School of Hamburg. The Director of Community Relations is responsible for developing and executing the business development strategy in conjunction with the rest of the Senior Leadership Team. This position is responsible for developing and maintaining positive and productive relationships between ISH and our extended community to ensure ISH is promoting and differentiating itself to be the school of choice in Hamburg. The successful candidate will be an articulate, persuasive, and credible ambassador for ISH who will develop and provide oversight for the admissions and marketing teams in all ways that are consistent with the mission, vision, and values of the school.

Responsibilities

The Head of Community Relations has four primary responsibilities. They are: Marketing and Branding, Admissions, Communication, and Development/Advancement. These responsibilities are further described below but not necessarily limited to:

Marketing and Branding

- Develop and lead the marketing strategy for International School of Hamburg
- Consulting and guiding all strategic projects related to Marketing, Admissions and Communication including revision of procedures and legal requirements
- Ensure that marketing output is promoting ISH effectively
- Evolve and execute plans to disseminate marketing materials and boost awareness of ISH among the expat community and beyond
- Create and manage marketing materials and various visual assets including, but not limited to: brochures, merchandise, posters, and image videos
- Coordinate public relations within Hamburg, Germany and internationally Achieve continuous and extensive exposure in the German media landscape with focus on Hamburg
- Liaise with and take a leading role in the Business and Marketing Committee of the Board
- Develop concepts and opportunities for events and execute them in cooperation with the respective internal and external stakeholders
- Lead the ISH marketing team
- Full budget responsibility including budget compliance for all community relations matters, including monitoring and analyzing budgets and provision of data and market knowledge to the leadership team
- Supervising the Community Relations Team and supporting talents with respective training and coaching

Admissions

- Meeting prospective families, providing tours of the school, coordinating visits or delegating such tasks as needed
- Refining processes and seeking new opportunities on an effective admissions strategy ensuring a unique customer service experience from inquiry to exmatriculation
- Collect, manage and report on admissions/enrollment data
- Lead the admissions team to ensure excellent customer service
- Review the pricing, terms and conditions, the school contract and the online enrolment process on a regular basis

Communication

- Key contact person for press collaboration and media requests. Composing press releases and pitching of interesting school stories to journalists. Actively driving PR exposure in the media targeting Hamburg and the North of Germany
- Support the Head of School with external and crisis communication
- Ensure an unique welcome experience being in charge of the reception team
- Manage all aspects of the ISH website, promote and maintain social media presence, e.g. facebook, Twitter, YouTube, Instagram and compose emails to the ISH community.
- Supporting electronic and print-based communication channels (email, newsletter, calendars, messaging, RSS Feeds, etc.)
- Ensuring visibility and online-marketing presence of ISH, including reputation management. Improving usage of google analytics and other analytic tools
- Develop and maintain a continual stream of bi-directional communication with the local and international communities
- Leverage school events and successes to strengthen the market position of ISH
- Maintain a liaison with German schools, German educational authorities and peer international schools in the region and sound the world

Development and Advancement

- Defining guidelines and a conceptual framework for corporate and other strategic partnerships, e.g. community clubs, companies and other organizations and initiate new corporate relationships for the school
- Strengthening and expanding the existing network and promoting ISH and representing the school through liaising with all relevant stakeholders, e.g. families, companies, public bodies, schools, universities, relocation agents, foreign clubs and others
- Acting as key contact person for corporate partners, documenting their needs and development and sharing those expectations within the organization
- Maintain regular contact with individuals who influence school choice for others including corporate HR managers, governmental and non-governmental support personnel
- Providing statistical reporting, presentations and updates on business development for the Leadership Team, the Head of School and the Board
- Develop and coordinate a ISH Fundraising concept
- Ensure alumni are an active part of the school community
- Identify new revenue streams in collaboration with the Senior Leadership Team
- Driving complex projects such as outsourcing services to third parties, the redesign of the online enrolment and a new process experiences for families in cooperation with other departments, the Parent Teacher Association and the WISH team

Personal Attributes and Skills

- Outstanding project management and administrative skills
- Outstanding interpersonal skills: an effective listener, empathetic, responsive

- Energetic, enthusiastic, approachable and open-minded.
- An effective listener who thrives in a collaborative environment.
- Strong organisational and problem-solving skills.
- Reflective and resilient.
- Cultural sensitivity.
- Ability to work independently and collaboratively



Reports to

Head of School



Main Working Relationships

All stakeholders of the school including parents, community partners, the ISH Board, alumni, staff and students



Qualifications

- An advanced degree associated with marketing or public relations
- Demonstrated success and experience in marketing of medium sized, ideally nonprofit organizations
- Ability to prioritize and execute multiple projects under demanding deadlines are essential
- Experience in event planning
- Demonstrated effective use of data to drive decisions
- Experienced user of technology
- Demonstrated success in project management and managing budgets
- Excellent spoken and written English and German
- Strong interpersonal and organizational skills
- Attention to detail and the ability to prioritize and execute multiple projects under demanding deadlines are essential



Child Safeguarding at ISH:

The International School of Hamburg is fully committed to child safeguarding in accordance with the International Task Force on Child Protection. We undertake rigorous reference and background checks on all candidates for employment and we expect all employees to commit to protecting the safety and well-being of every student. We are a member of The Safeguarding Alliance, a premier centre of safeguarding excellence ensuring organisations maintain best practice to keep children and young people safe. ISH does not discriminate in our employment processes on the basis of age, religion, ethnic background, nationality, sexual orientation or mother tongue status.

Terms of Employment:

The salary, benefits and terms of contract will be off-payscale and commensurate with the qualifications and experience of the candidate. The candidate should be available to start work as soon as possible.

Please send your application including a current CV to HR@ishamburg.org

Hamburg, 01.10.2021