



BRITISH INTERNATIONAL SCHOOL HO CHI MINH CITY

A NORD ANGLIA EDUCATION SCHOOL

Director of Admissions and Marketing

Candidate information

This is a truly outstanding opportunity to provide strategic commercial leadership in a new role at a top international school and to live and work in one of the most vibrant and dynamic cities in South East Asia.



The Position

The Director of Admissions and Marketing at the British International School Ho Chi Minh City (BIS HCMC) is an exciting new role and the successful candidate will be an integral part of a dynamic Senior Leadership Team, leading the strategic development of probably the top school in Vietnam and one of the leading international schools in South East Asia.

Admissions is a core focus for this role and a strategic, and highly commercial mindset combined with excellent people skills is required. Although the School is currently at capacity or over-subscribed in some year groups, a new secondary building expansion (opening September 2020) will allow for an increase in overall pupil roll and there is a

constant cycle of recruitment and retention due to the nature of international schools. The challenge is to manage the optimal fill and flow of the roll, and to ensure that excellent customer service is offered at all stages of the parent experience journey leading to the admission of students that will thrive in the BIS HCMC environment.

Marketing and Communications are further areas of core focus. BIS HCMC has strong brand equity in the market and all marketing activities, events and communications should aim to ensure that it retains and enhances its reputation as the school of choice for international families in Ho Chi Minh. In addition to acting as brand guardian, the Director of Admissions and Marketing will also manage and leverage the endorsement provided by being part of the Nord Anglia Education group. This 'hybrid branding' challenge adds an extra layer of complexity and interest to that set out in the attached operational job description.

The successful candidate will also be a key front-face of the School. They should therefore have the skills, personality, presence and judgment required to represent BIS HCMC in person, by telephone and in writing to a variety of internal and external audiences and he or she will be an excellent networker.



The Director of Admissions and Marketing (DAM) reports directly to the Principal, Anthony Rowlands, who has been at the School since 2017. He has a wealth of experience, having first moved into headship in the UK and then gone on to lead four other British international schools in Asia during a highly successful career. Anthony is very proud of this vibrant international school community:

'Our students are ambitious, our teaching teams innovative and our school environment is dynamic, ensuring that the education on offer is amongst the very best available anywhere in the world.'

The DAM will be a full member of the SLT alongside the Principal, the Business Director and the respective Heads of Campus for Early Years/Infants, Junior and Secondary.

As BIS HCMC is a Nord Anglia Education School, the position will also have a reporting line to the Nord Anglia Regional Director of Admissions and Marketing for South East Asia. Working in a Nord Anglia School provides excellent opportunities for CPD and for the sharing of best practice with peers.

The DAM will be responsible for managing the Marketing, Admissions and Communications (MAC) team – currently thirteen staff. Strong leadership and inter-personal skills together with cross-cultural sensitivity and a sense of humour will be required to develop each member of the team, to ensure that they are all working well together and to the highest standards.



The School

The British International School, Ho Chi Minh City, is a Nord Anglia Education school. From modest beginnings just over 20 years ago, the school has grown to become the largest premium international school in Vietnam and a leading school in the South East Asia Region.

With 2,200 students aged 2-18 years from more than 55 nationalities and located on three modern campuses each with excellent facilities, it provides a first-class British style education to families in the vibrant and exciting Ho Chi Minh City. It is an academically high-performing school. 73% of all IGCSE grades obtained by BIS HCMC students were for the top grades of A* or A. The IBDP results are equally impressive with an average score of 36 points and, significantly, 1 in 3 students scored 40 points or more. Students are very

successful in obtaining places at a range of prestigious institutions worldwide including Ivy League colleges and Russell Group universities.

The School places great emphasis on developing the whole child for life in the modern world and there is a wide range of extra-curricular activities. Nord Anglia's collaborative links with the Juilliard School for Performing Arts, Massachusetts Institute of Technology (MIT) and UNICEF offer amazing opportunities and enable BIS HCMC to be a pioneer in the region.

BIS HCMC is a leading member of The Federation of British International Schools in Asia (FOBISIA) and has been rated as "outstanding in all categories" in a recent British Schools Overseas inspection.

- **Mission Statement**

The British International School is a caring and multicultural community that enables all individuals to develop as learners and leaders in a dynamic and challenging environment. We value enquiry, perseverance and reflection, act with integrity and treat one another with respect while learning together as responsible global citizens.



Living in Ho Chi Minh City

Ho Chi Minh City, previously known as Saigon, is Vietnam's largest city and its financial capital as well as being an important regional seaport. The city has gone through rapid change over the past three decades and is now an energetic, modern city home to a cosmopolitan population of over 8 million. Luxury skyscrapers and shopping malls now co-exist with the original French-colonial architecture, traditional markets and arguably the most delicious street food in the world to make this a fascinating and vibrant place to live. The cost of living is relatively cheap and there is plenty of rental accommodation available with many new residential developments being built.

The following link is to a short video that the School has made for prospective staff to describe what it is like to live and work in the city: http://bit.ly/BISHCMC_Teaching

Vietnam has a pleasant tropical climate and there is an amazing variety to experience in this beautiful country – snow-capped mountains, stunning beaches, the karst peaks of Halong Bay, hill-tribe villages, café culture in Hanoi and the waterways of the Mekong Delta. Ho Chi Minh is also an ideal hub for travel around South East Asia.

Terms

A generous package is being offered reflective of the seniority of this position.

Salary will be paid nett and there is an annual housing allowance as well as a settling in allowance. Flights at the start and end of contract and an annual return flight home plus medical insurance are provided for employee and dependants. In addition, health club membership for the employee is offered.

The Application Process

This recruitment process is being managed by RSAcademics Ltd. on behalf of the school and all communication about the role and the appointment will be conducted via RSAcademics. The team is as follows:

- Jean Sullivan - Head of International Search
+44 (0)7885 879887 | JeanSullivan@RSAcademics.com

- Judy Brown - Candidate Search Consultant
+44 (0) 7753 856420 | JudyBrown@RSAcademics.com

- Sue Gutierrez - Senior Consultant
+44 (0)7840 276986 | SueGutierrez@RSAcademics.com

- Caroline Wood - Head of Strategy, Marketing & Research
+44 (0)7776 686404 | CarolineWood@RSAcademics.com

Interested candidates are invited to contact Jean or Judy, by email or telephone, for an initial discussion or to arrange a confidential discussion with Sue or Caroline.

How to Apply

The closing date for applications is **4 December 2019** at 10:00am (GMT) however early application is encouraged as exceptional candidates may be interviewed on a rolling basis.

You should submit the following documents:

- A completed RSAcademics Application Form
- A full CV with:
 - Your entire work history
 - Reasons for leaving school leadership positions

- Details (name, address, email address and relationship to you) of at least two professional referees from your most recent position(s)
- A covering letter addressed to the Principal of BIS HCMC outlining:
 - Your reasons for applying
 - Relevant professional experience that you feel is aligned to the needs of the role
 - Your personal educational philosophy

Applications should be made electronically to RSAcademics. Please email all three documents listed above (as PDF files please) to Hilary Battye, Project Coordinator at applications@rsacademics.co.uk. Hilary can also be reached by calling our Head Office on +44 (0)1858 467449.

The recruitment process will proceed as follows:

- All applications will be acknowledged by email. If you have not received acknowledgement that your application has been received within two working days of sending it, please contact RSAcademics by telephone (+44 (0)1858 467449).
- First stage interviews will be held 9-11 December. These interviews are likely to be conducted remotely (by Skype or Zoom).
- RSAcademics will collect full references for candidates invited to attend the final round of interviews. If you have a specific preference that we do not contact one or more of your referees, please notify us accordingly. No referees will be contacted until RSAcademics has received your express permission to do so.
- Final round interviews will take place directly with the Principal of BIS HCMC and Nord Anglia regional management.

Founded in 2002 by Russell Speirs, RSAcademics specialises in schools, in the UK and internationally, advising on marketing strategy and research, leadership consultancy and the search and selection of Heads and senior staff. Comprising a team of the best executive search consultants, schools' marketing professionals and respected former school leaders, RSAcademics provides a high-quality service to schools with rigour, experience and warmth.

Please visit www.rsacademics.co.uk for more information.

