

The American International School of Bucharest, Romania Seeks a Manager of Admissions and Public Relations

Commencing July 2022



The Admissions and Public Relations functions of AISB are critical for its success. This role is a key position within the School's Leadership Team, overseeing all aspects of PR, Marketing, Community Relations, and Admissions. As such, the post-holder works in strategic partnership with all stakeholders at AISB - students, parents, alumni, faculty, staff, prospective families, and the Board of Trustees. The post-holder leads the Admissions and Public Relations Team to ensure that the school's communications, marketing, and admissions strategy are innovative and effective, serving the vision and mission of the AISB. The Manager of Admissions and Public Relations will report to the Director and work in close collaboration with him/her.

KEY PROFESSIONAL ATTRIBUTES & CHARACTERISTICS:

- Able to model the school's vision - to be creative, compassionate and courageous - in their work
- Positive disposition; an energizer able to engage and inspire others
- Open-minded with a growth mindset
- Culturally sensitive - able to work with people from diverse backgrounds
- A genuine interest in education and past experience working in a not-for-profit environment
- Ability to maintain confidentiality and handle challenging communications and crisis situations with sensitivity
- Excellent organisational and communication skills
- A team player, with highly developed interpersonal skills
- Incorporates current research and best practices in decision-making
- Strong professional work ethic

GUIDING PRINCIPLES *Creative* | *Courageous* | *Compassionate*

VISION: We aspire to be a creative, courageous and compassionate learning community dedicated to a better world for all.

MISSION: AISB engages learners with a rigorous and balanced international education that inspires students to get the best from themselves and others and to be ethical and open-minded in their thinking about our world.

INCLUSION STATEMENT: AISB is committed and continues to strengthen our practices in creating a safe, inclusive and equitable school community where everyone feels a sense of belonging. As stated in our Mission Statement:

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Leadership & Strategy:

- Sits on the School's Leadership Team and plays a key role in whole school decision making
- Represents a strategic point of connection and communication between the Leadership Team and other stakeholders in the community
- Co-creates and executes the School's Marketing and Communication Strategy with the Director and the Admissions and Public Relations Team.
- Is the key point of contact at the School for media relations and collaborates with the Director to keep the AISB community informed about significant events and developments
- Leads the AISB Scholarship Committee's strategy, communication, and selection process
- Leads the School's Advancement strategy and actions plans in collaboration with the Director and the Advancement Committee of the Board of Trustees

Admissions

- Oversees the School's Admissions process. Leads the Admissions Team to ensure accountability and alignment of professional practices.
- Develops and implements policy and procedures for the admissions process which are in line with the School's vision and the approved strategic plan as well as the School's current enrolment needs.
- Conducts parent meetings/interviews to tell the story of AISB and answer questions, particularly regarding the PYP, MYP, and IB Diploma programs
- Works with Principals to admit mission appropriate students into the three sections of the school: Early Childhood, Elementary, Middle School, and High School
- In collaboration with the Admissions Team, prepares enrollment reports and presentations for the Leadership Team and Board of Trustees as necessary, including projections of future enrollment
- Remains up-to-date with current systems and best practices in international schools admissions

Marketing & Communications

Communications

- Provides support for the Communications Officer to ensure that internal and external communications support the vision of AISB
- Creates and coordinates communications with members of the school community including students, parents, alumni, faculty and staff, and the wider Romanian community.
- Coordinates the review of all communication vehicles used by the school regularly, including but not limited to electronic (internet and intranet, social media, email), print, and signage
- Oversees the creation of all school print or digital publications

- Seeks ways to improve school communications in order to ensure strong relationships between the school and its constituencies
- Supports the parent community at AISB, providing feedback about the school's development and priorities. Prepares, delivers, and interprets the annual AISB community survey
- Leads the Public Relations Team in supporting the AISB & Co organization and the parent community in general.

Media Relations

- Stays updated with relevant media and news
- Represents the School in local and international media
- Works with local and international media to elevate the profile of AISB as a regional leader in education in keeping with the school's vision
- Further duties that lie within the employee's areas of expertise and qualifications and that are in compliance with the school vision & mission may be assigned by the Director.

Fundraising:

- Creates and helps implement the school's fundraising strategy
- Initiates and maintains relationships with donors
- Supports the organization of campaigns, events, and other activities to contribute to school fundraising

QUALIFICATIONS

- Bachelor's degree or higher in a field relevant to the scope of this position
- Fluency in Romanian
- High level of English proficiency. Knowledge of an additional language is an advantage.
- Experience in a similarly high-level strategic role, with coordinating teams, for at least 5 years
- Proven experience in successful communication projects for flagship services in high-value industries
- Experience working in a diverse international environment is a distinct asset
- Advanced technology skills and knowledge of the use of social media in marketing and communications

TERMS OF EMPLOYMENT & CONTRACT

This position is placed on a Locally Hired type contract, Leadership Team Salary Scale and receives a highly competitive salary and comprehensive benefits package; the initial appointment will be for a one-year period, to be renewed annually thereafter.

APPLICATION

All applicants should submit a letter of application related to this job description by May 23rd, 2022 addressed to the Director Mr. Peter Welch, a current résumé, three confidential referees to the email address soare@arthur-hunt.ro.

To ensure the objectivity and integrity of the recruitment process, AISB has contracted the prestigious Executive Consulting company ARTHUR HUNT to process all applications and identify the most qualified short listed candidates.

The school reserves the right to appoint an applicant at any stage if a highly qualified person applies before the due date.

