



Head of Marketing

The Head of Marketing leads the marketing team and reports directly to the Director of Admissions and Marketing and the Head of School at Prem Tinsulanonda International School. This role is responsible for developing and executing comprehensive marketing strategies that support the school's growth, drive student enrolments, and position Prem as a leading international and boarding school in Southeast Asia. Additionally, the Head of Marketing supports the promotion of Traidhos Programs, Academies, and Community offerings, ensuring a cohesive and strategic approach to brand positioning across all school-related initiatives.

Key Responsibilities

Strategic Marketing & Leadership

- Develop and implement a mission-driven marketing strategy aligned with the school's long-term goals and enrolment targets.
- Lead the annual review and adaptation of marketing strategies to ensure relevance and effectiveness.
- Set and achieve key performance indicators (KPIs) to measure the impact of marketing efforts.
- Oversee and manage the marketing budget, ensuring maximum efficiency and return on investment.
- Analyse data, market trends, and competitor insights to refine marketing strategies.

Marketing Operations & Digital Strategy

- Lead multi-channel marketing campaigns to generate high-quality admissions enquiries from diverse markets.
- Manage digital marketing, including website content, social media, CRM systems, and digital analytics, in collaboration with the Social Media Manager.
- Ensure all external marketing collateral, including the school prospectus, digital content, and PR materials, align with Prem's brand identity.
- Oversee press releases and media relations, building positive relationships with key media outlets to enhance the school's reputation.
- Work closely with the Admissions Team to ensure marketing supports recruitment efforts, open days, and school events.

Team Leadership & Stakeholder Engagement

- Lead, motivate, and develop the marketing team, fostering a culture of collaboration and high performance.
- Chair weekly marketing meetings and work closely with the Admissions Team to align efforts.
- Conduct annual appraisals for marketing team members, ensuring strategic alignment and professional growth.
- Build and maintain strong relationships with external stakeholders, including corporate partners, consulates, and business communities.
- Act as a key representative of the school in the local and international community to increase brand awareness.

Community Engagement & Brand Development

- Identify and execute customer retention programmes, ensuring maximum student retention during transition periods.
- Oversee community-based initiatives and establish strategic feeder relationships to drive enrolments.
- Maintain and enhance the school's brand positioning through innovative campaigns and promotional activities.

Reporting & Communication

- Prepare and present monthly reports to the Director of Admissions and Marketing and the Head of School.
- Participate in Prem Executive Team meetings, ensuring alignment between marketing strategies and school priorities.

This role is integral to Prem's strategic growth, requiring a dynamic and data-driven approach to marketing leadership. The Head of Marketing must also uphold the school's Safeguarding and Child Protection policies at all times.