



INTERNATIONAL COMMUNITY SCHOOL
مدرسة الجالية الدولية

Patrons: H.R.H. Prince El Hassan Bin Talal
H.R.H. Princess Sarvath El Hassan

Principal: Alun Yorath



Join Our Team as Director of Marketing, Admissions, Communication, and Development Office

Are you a visionary leader passionate about shaping the future of education?

We are seeking a dynamic and results-driven **Director of Marketing, Admissions, Communication, and Development Office** to join our inclusive and diverse learning community. In this pivotal role, you will lead strategic initiatives to promote our school locally and globally, drive student recruitment, enhance alumnae engagement, and spearhead fundraising efforts. You will be reporting directly to the Principal.

Why Join Us?

- The International Community School (ICS), is one of the longest established and most successful international non-proprietary schools in the Middle East.
- Be part of an internationally recognized and accredited school with a mission to nurture global citizens.
- Lead a high-performing team and make a significant impact on student recruitment, branding, and development.
- Enjoy a collaborative and inspiring work environment committed to innovation and excellence.

Your Responsibilities

- **Strategic Leadership:** Develop and implement a cohesive strategy for marketing, admissions, communication, alumnae relations, and fundraising.
- **Admissions & Recruitment:** Oversee the admissions journey to deliver an exceptional experience for prospective families.
- **Marketing & Communications:** Direct all branding, digital, and traditional marketing efforts to ensure a strong and consistent presence.
- **Fundraising & Alumnae Relations:** Drive engagement campaigns and build lasting relationships with alumnae and donors.
- **Event Management:** Lead the planning of Open Days, Recruitment Fairs, and other key events to enhance the school's reputation.

What We're Looking For

- Bachelor's or Master's degree in Marketing, Communications, Business Administration, or a related field (advanced degree preferred).
- 5+ years of leadership experience in marketing, admissions, or development, ideally in education or NGOs.

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Our mission as an **inclusive, diverse, and happy** learning community is to harness the power of human connection to create fearlessly determined **global citizens**.



- Proven expertise in strategic planning, data-driven decision-making, and team management.
- Outstanding communication and interpersonal skills, with a global outlook.
- Fluency in English and Arabic writing, reading and speaking is required.
- Proficiency in leveraging technology for marketing and data management.

What We Offer

- A competitive salary starting at **2,800 JOD** per month subject to social security and tax deductions per Jordanian Law
- An attractive benefits package including 2 child placements at ICS (100% tuition remission) and Class A Medical Insurance for you and your resident family members
- 53 working days of annual leave.
- Professional development opportunities.
- A vibrant, multicultural community fostering personal and professional growth.

Ready to Make a Difference?

If you are an innovative leader with a passion for education and a drive to achieve excellence, we'd love to hear from you.

Send your up to date CV and a maximum 2 side cover letter specifically addressing how your skills and experience meet our requirements and why you are applying to ICS to recruitment@ics.edu.jo with the position title in the subject line.

Visit us at www.ics.edu.jo

Application Deadline: Thursday, February 13th, 2025. Interviews will start to take place during February. Due to the number of applications expected, only shortlisted candidates will be contacted. The start date will be negotiated with the successful candidate.

The International Community School is committed to safeguarding and promoting the welfare of children. Applicants must be prepared to undergo stringent child protection screening including checks with past employers and local and international Police checks as appropriate.



Job Description

Director of Marketing, Communications, Admissions and Development Office

JOB TITLE: Director of Marketing, Communications, Admissions and Development Office

RESPONSIBLE TO: Principal

RESPONSIBLE FOR: Admissions Manager, Marketing Manager or Officer, Communications Officer or Assistant, Development And Alumnae Officer

Role Summary

Reporting to the Principal, the Director of Marketing, Admissions, Communication, Alumnae Relations, and Development Office (Fundraising) will oversee and lead strategic planning and operations for all areas under their purview. This includes promoting the school locally, nationally, and internationally, driving student recruitment and retention, enhancing alumnae relations, and leading development and fundraising initiatives. The Director will ensure the integration of all department functions to support the school's mission, values, and strategic objectives.

Role Responsibilities

Strategic Leadership

- Develop and execute a cohesive strategy for marketing, admissions, communications, alumnae relations, and development that aligns with the school's strategic plan and guiding statements.
- Foster a collaborative and high-performing team culture across all department roles, setting clear objectives and performance standards.
- Lead the integration of data-driven insights to inform strategic decisions across admissions, marketing, and fundraising initiatives.
- Oversee the development and implementation of action plans to achieve annual enrollment and fundraising targets.

Admissions and Recruitment

- Ensure a seamless admissions process, from initial inquiry to enrollment, focusing on an excellent prospective parent and student experience.
- Work closely with the Admissions Manager to analyze enrollment trends and optimize recruitment strategies.
- Establish partnerships with local, regional, and international organizations to enhance student recruitment.



Marketing and Communications

- Direct all marketing activities, including digital and traditional channels, ensuring consistent branding and messaging.
- Oversee the creation and dissemination of high-quality materials that showcase the school's values and offerings to various audiences.
- Act as the school's primary spokesperson and represent the school at events, conferences, and other public engagements.
- Lead crisis communication planning and response as needed.

Alumnae Relations and Development (Fundraising)

- Build and maintain strong relationships with alumnae to foster ongoing engagement and support for the school.
- Lead fundraising campaigns and donor initiatives, including events, annual giving, and major gift programs.
- Establish and maintain a comprehensive alumnae database in collaboration with the University Counsellor.

Data Management and Reporting

- Oversee data collection, analysis, and reporting for admissions, marketing, and development activities to ensure informed decision-making.
- Present regular updates to the Senior Leadership Team (SLT) and the Board of Governors on department performance and key initiatives.

Event Management and Outreach

- Lead the planning and execution of key school events, such as Open Days, Recruitment Fairs, and Orientation Days, in collaboration with department staff.
- Represent the school at local and international events to enhance its visibility and reputation.

Other Responsibilities

- Act as a liaison with external partners, including media, government agencies, and community organizations.
- Ensure compliance with all relevant policies, regulations, and best practices.
- Perform any other duties assigned by the Principal in line with the school's strategic goals.