



YING HUA
INTERNATIONAL SCHOOL
English-Chinese Immersion School of Princeton
Excellence • Diversity • Integrity • Compassion

25 Laurel Avenue, PO Box 88
Kingston, NJ 08528
609.375.8015
info@yhis.org
www.yhis.org



An International Baccalaureate World School Primary Years Program

YingHua International School Director of Marketing & Admissions Job Description

Overview

YingHua International School (YHIS) is located in Kingston, NJ. We are an International Baccalaureate PYP School, MYP Candidate School and Chinese and English Bilingual School. We serve students from 2 years old to 8th grade. We are a relatively small school and a close-knit community founded on the ideals of the International Baccalaureate pedagogy.

About the role

The Director of Marketing & Admissions oversees all aspects of marketing, admissions, recruitment and financial aid, and will direct marketing and communication programs and the admissions process. The Director will lead a collaborative effort to develop and implement both short term and long-term marketing and recruitment strategies to ensure YHIS meets marketing and enrollment objectives. The ideal candidate will be a data driven decision maker, an experienced admissions and financial aid professional, and a creative leader in admission, recruitment and retention. The Director will develop and lead inclusive outreach efforts to draw diverse families to the school and ensure that YHIS continues to enroll promising domestic or international students who both thrive as part of the school community and in turn contribute to the community as a whole. The Director should be a team player who has a warm collaborative nature, positive energy, possess superior organization and prioritization skills and is self-motivated in the completion of their work.



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Main areas of focus and responsibility:

- Embrace, embody and communicate the vision, mission and values of YHIS.
- Oversee the recruitment and admission of new students to the school in keeping with the mission of the school and according to policies and annual strategic goals set by the Head of School and by the Board.
- Lead school marketing initiatives in conjunction with the Head of School, the Director of Community Relationships, and key Board members as applicable.
- Collaborate with the administration team and faculty to develop marketing and communications strategies and plans that drive increased engagement with prospective and current constituencies.
- Possess a rich knowledge of the IB PYP and MYP Curriculums and dual languages or Chinese immersion programs; embody the International Baccalaureate learner profile.

Specific duties (not limited to):

- Present the school to prospective students and parents, which includes:
 - Serve as primary representative at marketing and admissions events including, but not limited to fairs, open houses, and tours as needed.
 - Systematic and efficient handling of applications and communication with families; conducting parent tours; interviews with candidates and their parents;
 - Arrangements for admission interviews with the Director of Academics; securing of necessary student records; and communicating final decisions to the appropriate individuals.
- Oversee development of admissions and marketing materials (brochures, pamphlets etc.), mailings and publications including the school website (open houses, admissions timeline, openings etc.)



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- Communicate, internally and externally, core messaging and admission process details.
- In collaboration with the Head of school and Executive Director, administer the sliding scale tuition vetting process and program.
- Plan, create, implement, execute and share the admissions and marketing calendar.
- Maintain an accurate and complete database on all admissions functions. Provide all relevant demographic data annually for school surveys.
- Work closely with the Director of Academics, Section Heads and teachers on students placement in different grades, on preparing faculty and staff for admissions events and to maintain intimate knowledge of the program offered.
- Process and evaluate applications for 2 years old through 8th Grade.
- Review YHIS Admissions Policy and procedures in collaboration with the Head of School and the Board of Directors (including tuition, program offerings, age cut-offs, sibling discount policies, etc.)
- Be an active member of the local admission and marketing directors association/network.
- Produce admissions and marketing reports annually for the Head of School and the Board.
- Organize new parent and new student orientations to help educate incoming parents about philanthropy and volunteerism with Family Association.
- With the Director of Community Relationships, focus on family retention efforts throughout the year including conducting exit interviews of families leaving before graduation. Monitor attrition and identify local trends.
- Develop a broad outreach program and field admissions inquiries (email, phone) as necessary.



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Education and Training Requirements:

- Required: BA degree; MA preferred;
- Required: Legal status for working in the USA;
- Desired: Fluent in English and Chinese;
- Required: Fluency with technology and software implementation. Working knowledge of Google applications required.
- Desired: Experience working internationally or with an international community

Professional Performance Standards:

- Maintain an awareness of the school's mission and philosophy;
- Perform tasks and responsibilities in a complete and timely manner;
- A warm and genuine personality who cares about people and believes deeply in the pillars of YHIS while keeping children at the center of their work;
- Maintain a creative, team-building approach to job performance and seeking to bring a constructive, problem-solving orientation to all tasks;
- Seek opportunities to develop skills and create opportunities to teach co-workers;
- Exercise professional judgment and discretion and working well with a diverse faculty and school community;
- Possess a learner's mindset and be open to growth and new ideas;
- Aware of Diversity, Equity, Inclusion and representation;
- Maintain confidentiality in handling sensitive personal and institutional knowledge.

Package: Benefits are provided including medical, dental, vision, 401k.



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To Apply:

If you are interested in the position, please send your CV/resume and cover letter to admin@yhis.org.

We encourage interested candidates to submit their applications as soon as possible.

Please note that only short-listed candidates will be contacted.

To learn more about our school, visit: <https://www.yhis.org/>