

Position Overview

The Director of Strategic Partnerships & Growth will be responsible for developing and implementing comprehensive marketing strategies to maintain and grow TIS's market share among international families in Tashkent. This role focuses on enhancing the school's visibility, strengthening community relationships, and supporting enrollment growth through strategic outreach and relationship management.

Reports to: School Director

Contract: One-year initial appointment with possibility of extension

Start Date: July 2025

Core Responsibilities

Marketing and Brand Management

- Develop and execute integrated marketing campaigns across digital and traditional channels
- Create compelling marketing materials that showcase TIS's unique value proposition
- Manage social media presence and digital marketing initiatives
- Oversee the communications team to ensure consistent brand messaging
- Monitor marketing effectiveness through analytics and adjust strategies accordingly

Enrollment and Admissions Support

- Collaborate with the admissions director to streamline inquiry-to-enrollment processes
- Conduct market research to identify potential student populations
- Develop targeted outreach strategies for different international communities
- Support admissions events, school tours, and information sessions
- Track and analyze enrollment trends and conversion rates

Community Engagement and Partnerships

- Build and maintain relationships with international organizations, embassies, and multinational corporations
- Develop partnerships that support student recruitment and school visibility
- Engage with expatriate communities through networking events and partnerships
- Foster relationships with current families to encourage referrals and positive word-of-mouth
- Coordinate with the Parent Teacher Organization and Parent Ambassador Program to enhance community engagement

Research and Analysis

- Conduct regular market analysis of the international education landscape in Tashkent
- Survey current and prospective families to understand needs and preferences
- Provide data-driven recommendations to the leadership team
- Monitor competitor activities and market positioning
- Prepare regular reports on marketing and enrollment metrics

Strategic Planning and Organizational Development

- Support the development and implementation of TIS's new strategic plan by providing marketing and enrollment expertise to the planning process
- Participate in strategic planning committees and provide data-driven insights on market trends and enrollment projections
- Assess current marketing and admissions functions to identify opportunities for integration and improved efficiency
- Collaborate with the leadership team to establish performance metrics aligned with strategic objectives

Required Qualifications

- Bachelor's degree in Marketing, Communications, Business, or related field
- Minimum 5 years of experience in marketing, communications, or business development
- Demonstrated success in digital marketing and social media management
- Strong analytical skills with experience in data interpretation
- Excellent written and verbal communication skills in English
- Experience working in multicultural environments
- Proven ability to build relationships with diverse stakeholders

Preferred Qualifications

- Master's degree in relevant field
- Experience in international education or education marketing
- Knowledge of Central Asian markets and cultural dynamics
- Familiarity with CRM systems and marketing automation tools
- Experience with IB programs or international curricula
- Multilingual capabilities (Russian, Uzbek, or other regional languages)

Key Competencies

- Strategic thinking and planning
- Relationship building and networking
- Digital marketing expertise
- Cultural sensitivity and adaptability
- Data analysis and reporting
- Project management
- Collaborative teamwork

Compensation and Benefits

- Competitive salary commensurate with experience
- Housing allowance
- International health insurance
- Annual home leave allowance
- Professional development opportunities
- Tuition remission for dependent children (as per school policy)
- Relocation assistance