



## **“Best-in-Class” International School: opening 2019**

**Position:** Marketing Manager

**Location:** Yangon, Myanmar

### **Background**

Myanmar Strategic Holdings (“MSH”) is setting up a new “best-in-class” American curriculum international school. The campus will be located in Yangon with top-notch facilities. Early years classes will be launched as soon as January 2019 and additional grades will be added in August 2019. The company has a plan to develop a full-fledged quality K-12 school.

### **Position**

The school is seeking an outstanding and dynamic **Marketing Manager** to serve as a foundational team member, reporting to the Head of Admissions, with strong dotted lines to other senior managers including the Head of School. The incumbent can look forward to a wide and varied set of responsibilities, including:

- Developing and executing a comprehensive marketing plan, off-line and digital, squarely focused on driving maximum quality leads to the school
- Engaging with outside agencies and vendors to assist with the design and development of materials or events
- Experience in marketing communications including public relations
- Creating campaigns and executing them within a prescribed budget
- Monitoring relevant data and providing timely reports to assist management with strategic planning
- Tracking and reporting the effectiveness of strategies and campaigns
- Designing and continually optimizing a world class website to drive interest and leads
- Designing and producing world class printed collateral to support the admissions process
- Supporting Open Houses and individual tours of campus to help admissions communicate the value proposition
- Meeting and exceeding targeted lead numbers, building a new school from the ground up

### **Location**

The school will be located in a convenient and accessible area in Yangon. Yangon is the commercial hub of the country that has an eclectic mix of modern city vibe and local authenticity. Apart from the commercial elements, the city is awash with lush green parks, two beautiful lakes, golden pagodas and antique colonial buildings. Yangon is an hour flight away from three of Myanmar’s most popular destinations; Bagan, Mandalay and Inle Lake and a car ride from many other attractive such as the Golden Rock, Mount Zwegabin and Ngwe Saung beach.

### **Requirements**

- 7-10+ years of relevant experience, preferably in marketing in international schools, or an equivalent environment such as in an Account Service function of an Advertising, Marketing Communications or Public Relations
- Track record of developing and implementing successful marketing and public relations programs in the international education field
- Bachelor’s or Master’s degree preferred
- Strong experience in marketing principles, especially digital marketing and social media
- High energy level and sense of urgency, including some events/communications after hours if/as required
- Positive outlook, along with excellent organizational skills
- A self-starter and exceptional team player
- Strong and eloquent verbal/written English communication skills, Myanmar a plus
- MS Office skills (PowerPoint, Word, Excel)
- Long-term outlook and multi-year commitment to building a school and growing with it; **candidates already in Yangon or with Myanmar experience are welcome**



**Compensation**

- Competitive salary, with tax advantages in an area with a low cost of living
- Flight allowance
- Accommodation allowance
- Health insurance
- Tuition for Dependents

**Next Steps**

Should you be interested, please kindly send your CV/Resume along with the letter of intent to the following email.

[zawmyohtet@ms-holdings.com](mailto:zawmyohtet@ms-holdings.com)