



DPS International School

Head of Marketing, Communications & Public Relations (PR)

Job Title: Head of Marketing, Communications & Public Relations (PR)

Department: External Relations / School Development

Reports To: School Director / Principal

Job Summary:

We are seeking an experienced and forward-thinking **Head of Marketing, Communications & PR** to lead the outreach and engagement efforts of our institution. This strategic role involves enhancing the school's reputation, strengthening parent and community relationships, organizing impactful events, and developing partnerships with corporates and educational institutions both locally and internationally.

Key Responsibilities:

Parent Engagement & Communication:

- Organize and facilitate structured parent interaction sessions **every quarter** to foster strong parent-school relationships.
- Manage all communications between the school and the parent community, ensuring timely and transparent updates.

Event Planning & Student Engagement:

- Launch and manage a Guest Lecture Series featuring renowned professionals and thought leaders to inspire students.
- Plan and execute inter-school and intra-school student competitions under the title "DPS Competitions" and "DPS Trophy", hosted at the school campus or playground.
- Facilitate student participation in competitions and academic/cultural events in Singapore and internationally.

Marketing, Branding & PR:

- Develop and implement marketing strategies to enhance the visibility and positioning of the school across various platforms.
- Oversee digital media, print campaigns, and press relations to promote the school's values, achievements, and unique offerings.
- Create compelling content for newsletters, school publications, website, and social media.

Corporate Outreach & Strategic Partnerships:

- Introduce the school and its offerings to corporate HR departments across Singapore and the region.
- Design and promote exclusive admission packages and benefits for corporate employees' children.
- Build long-term strategic partnerships to enhance enrolment and community reputation.



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Qualifications & Experience:

- Bachelor's or Master's degree in marketing, Communications, Business, or Education Management.
- Minimum **5+ years of experience** in marketing, PR, or communications, preferably in the **education sector**.
- Proven experience in event planning, digital marketing, and stakeholder engagement.
- Strong leadership, interpersonal, and communication skills.
- Familiarity with the education ecosystem and corporate landscape in Singapore is a plus.

Desirable Attributes:

- Passionate about education and student development.
- Strategic thinker with a creative mindset.
- Organized, detail-oriented, and capable of handling multiple initiatives simultaneously.

To Apply:

Please send your resume to recruit@dps.edu.sg