With a reputation for excellence spanning of 70 years, The Alice Smith School is one of the most prestigious and well established British Curriculum Schools in South East Asia. It is fully accredited as a British School Overseas by the Department for Education in London.

In line with our expansion, we are looking for a:

ADVANCEMENT MANAGER
(Equine Park – Seri Kembangan)

Responsibilities

1. Business Development and Public Relations
   - Develop new business opportunities for the school to support the targeted admissions.
   - Develop and implement strategic tactical recruitment plan to support admissions.
   - Establish and maintain excellent network and public relations with strategic partners and stakeholders.

2. Fundraising and sponsorship
   - Develop and manage the School's annual fund strategically and effectively to develop sustainable income to support the development of the school.
   - Develop and manage all aspects of fundraising and sponsorship of the school, including identifying and working with major sponsors and donors for the most effective management of this programme.
   - Establish an effective reporting system for all fundraising and sponsorship programmes of the school.

3. Organisational Development
   - Monitor and identify market intelligence, government strategy and policy in relation to Malaysia ETP and new market development.
   - Develop and manage relationships with relevant local authorities Philanthropists and other national stakeholders e.g. charity organization etc.

4. Alumni Development and Relations
   - Develop and manage the recruitment of alumni.
   - Develop and collaborate with MARCOM to produce effective promotional materials and publications to support the recruitment, events and engagement activities with alumni.
   - Develop and manage the day to day operations of KLASSics.
Establish a well-connected alumni network that is highly engaged and supports the development of the school.
Initiate links between KLASSICs and the school's fund raising activities.
Lead and organise effective alumni events to increase the engagement and support of alumni to the school.
Alumni market intelligence - best practice and development of effective alumni networks in schools.
Develop alumni merchandise to support alumni engagement programmes.

Requirements

- Bachelor’s Degree in Business Management/Public Relations/Marketing or equivalent professional qualification.
- Minimum of ten years of working experience with five years in similar position.
- Proven track record in managing alumni, business development and fund raising.
- Possess strong network in the industry.
- Knowledgeable and experience in market intelligence.
- Experience of working within an educational environment (desirable).
- Effectively using digital marketing i.e. social media as a fundraising and engagement tool for alumni (desirable).

Interested candidates are invited to apply online before 11 March 2016 to:

The Alice Smith Schools Association
Email: recruitment@alice-smith.edu.my
(Only shortlisted candidates will be notified for interview)