



KING'S COLLEGE SCHOOL WIMBLEDON
INTERNATIONAL

Appointment of
**DIRECTOR OF ADMISSIONS,
MARKETING & COMMUNICATIONS**

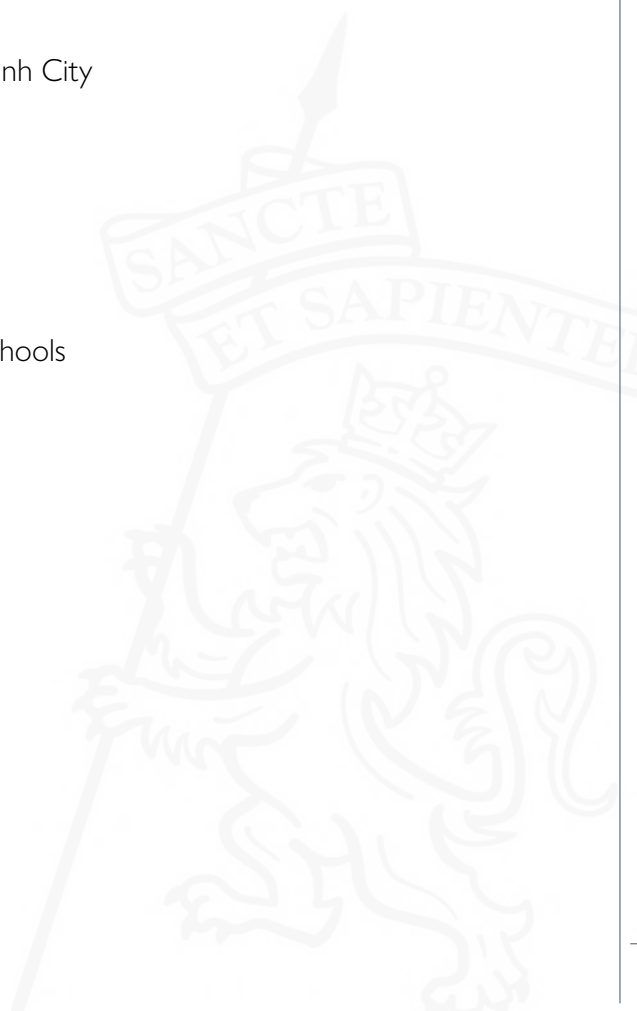


For a King's College International School in
HO CHI MINH CITY, VIETNAM



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The opportunity

This is a rare opportunity for an exceptional Admissions and/or Marketing professional to launch and embed a premium British school brand into the education market of one of the most dynamic cities in Asia.

In May 2024, King’s College School Wimbledon International and Millennia Education in Vietnam signed an agreement to establish a King’s College International School in Ho Chi Minh City. They now seek an outstanding Director of Admissions, Marketing and Communications to join the founding leadership team. This person will be expected to think strategically and work collaboratively and energetically to facilitate a highly successful launch and opening phase for the school.

Opening in August 2027, the school will provide a truly world-class education which embodies the rich heritage and distinctive ethos of King’s. The ambition is to grow to a similar size to the mother school in Wimbledon, educating pupils from pre-school to Year 13 and providing tailored support to help pupils secure places at leading universities and be successful in their future careers. With the full backing and expertise of the team in Wimbledon and the Founding Head of School (already in post), the Director of Admissions, Marketing and Communications will play a pivotal role in supporting the vision to establish King’s as one of the leading international schools in Asia.

Ho Chi Minh is a vibrant, cosmopolitan city and living here provides amazing opportunities to travel and explore all that this beautiful country and Southeast Asia have to offer. We hope that the chance to experience new cultures whilst making a meaningful and lasting impact professionally excites you and look forward to receiving your application.





A King's College International School in Ho Chi Minh City

King's College International Schools aim to provide a world-class education. Our campus in Ho Chi Minh City will seek to develop an independent and enquiring mind in every pupil, whilst offering varied experiences and opportunities designed to help them thrive and make a positive contribution to society. The school will cater for boys and girls aged 2 to 18 (pre-school to year 13). The curriculum will be modelled on that of King's College School, Wimbledon and will lead to IGCSE and A level qualifications or the International Baccalaureate Diploma Programme.

Academia

The school will strive for academic excellence, centred around developing a love of learning and an inquisitive mindset. Teachers will endeavour to stretch pupils and deliver stimulating and engaging lessons. Our ambition is for pupils to become passionate learners with independent thinking skills, enabling them access to the very best universities globally.

Pastoral care

Whilst we are proud of King's outstanding university outcomes and academic credentials, a pupil's wellbeing and happiness will always be a priority for us. Pastoral care is deeply engrained in the King's DNA, and all staff at a King's College International School in Ho Chi Minh City will be expected to play an active role in ensuring the school is a beacon for excellence in pastoral care.

Enrichment

At King's, we believe that true education is as much about building character as it is about academic achievement. Our Personal Enrichment Programme (PEP) will be a distinctive timetabled part of every pupil's week — not an optional add-on, but a fully integrated aspect of our curriculum. Rooted in our ethos of Mind, Spirit, and Heart, the PEP offers a wide-ranging, inclusive selection of activities designed to nurture curiosity, creativity, leadership, and compassion. Whether through music, sport, drama, academic societies, or service projects, every pupil is encouraged to explore their interests, challenge themselves, and develop the soft skills that matter most in the modern world. As a core part of the King's experience, PEP sets our school apart — offering parents the confidence of a well-rounded, globally minded education delivered within the school day, and led by teachers who model and inspire personal growth at every level.

The campus

The school will be situated in a prestigious location in District 2 of Ho Chi Minh City. Top architects have been enlisted to develop the site and the state-of-the-art facilities will ensure that the school will have a learning environment in which both pupils and staff are able to thrive.



The role

The Director of Admissions, Marketing and Communications will lead and manage the school's strategy to attract, enrol and retain pupils while establishing the King's brand and reputation. They will ensure that every family's experience — from first enquiry through to graduation — reflects the school's values and the highest standards of service.

This is a unique opportunity for an experienced, inspirational leader to build and develop an exemplary admissions and marketing team so that King's is considered the school of choice by aspirational families in Ho Chi Minh City.

As a vital strategic commercial role, there is a reporting line to both the Head and the MD of Operations and the postholder will work closely with the school's senior academic and operational leaders. The purpose of the role is to drive the successful recruitment, enrolment and retention of pupils by developing and implementing strategic admissions and marketing plans.

The postholder will oversee all customer touchpoints to ensure a positive experience for prospective pupils and parents, collaborating with internal and external stakeholders to achieve enrolment goals. They will employ the appropriate marketing mix to promote the King's brand and reputation and ensure that messaging across all channels is distinctive, consistent

and aspirational. A key aspect of the role is to cultivate a sense of belonging within the community, ensuring that engagement and communication remain warm, purposeful and aligned with the school's ethos.

The Director will use their interpersonal and managerial skills to shape, inspire and develop a high-performing Admissions, Marketing and Communications team which is envisaged to grow to around 15 staff.

Safeguarding, child protection, diversity and inclusion

Millennia Education and King's College School Wimbledon International are committed to safeguarding and promoting the welfare of all pupils in our care, providing a world-class, safe, and happy environment in which children and young people can thrive and learn. We embrace and celebrate diversity across all ethnicities, abilities, religions, genders and cultures, seeking to ensure that every member of our community feels respected and valued, regardless of background or difference.

We expect all applicants, staff and volunteers to share these commitments and to become familiar with the policies and procedures for safeguarding children and child protection.



Key responsibilities

Strategic planning

- Collaborate with the Senior Leadership Team (SLT) to align admissions, marketing and retention goals with the school's overall strategic objectives.
- Develop and execute integrated strategic marketing, admissions, retention and communication plans for the school in line with its guiding statements.
- Conduct regular and comprehensive market research and analysis to identify trends, opportunities, and challenges within the education sector, both locally and internationally.
- Define and enhance the school's brand positioning to ensure it resonates with families seeking a values-driven, world-class education in a competitive landscape.
- Establish and monitor key performance indicators (KPIs) to evaluate the effectiveness of marketing, admissions, retention and communication strategies, making data-driven adjustments as needed.

Leadership and team management

- Report to the Head and MD Operations, agreeing and delivering against departmental objectives, targets and KPIs.

- Lead, inspire and develop the Admissions, Marketing and Communications team (15 people).
- Work closely with King's Wimbledon and other King's International schools to ensure brand integrity; sharing resources and best practice as appropriate.
- Keep abreast of educational and economic developments and the competitive arena in Vietnam.

Admissions and retention

- Oversee the entire admissions process, from enquiry to enrolment, ensuring a smooth and positive experience for prospective pupils and their families.
- Set and achieve ambitious annual enrolment targets, working closely with the admissions team to track progress and implement strategies to meet goals.
- Develop strong relationships with prospective families, providing personalised guidance and support throughout the admissions journey.
- Develop and implement admissions policies and procedures that align with the school's guiding statements.
- Ensure that the admissions team are effectively

trained and supervised to ensure consistent and effective communication with prospective pupils and their families.

- Lead, mentor, and manage the admissions team, fostering a collaborative and high-performance work environment.
- Work closely with academic and administrative departments to ensure a seamless and integrated approach to pupil recruitment and retention.
- Collaborate with external vendors, agencies, and partners to achieve admissions goals.
- Develop a data-driven retention strategies integrating feedback, satisfaction tracking, and targeted re-enrolment initiatives.
- Collaborate with academic and pupil services teams to implement retention strategies, ensuring high levels of pupil satisfaction and retention.

Marketing and communications

- Work collaboratively with other Marketing professionals from King's Wimbledon and the King's International Group to ensure the integrity of the brand's heritage and ethos.
- Design and execute integrated marketing campaigns across various channels (digital, print, social media, etc.) to increase brand visibility and attract prospective families.
- Oversee the creation of compelling content, including brochures, newsletters, website updates, and social media posts, to effectively communicate the school's values and offerings.
- Manage public relations efforts, including media relations, press releases, and community outreach, to maintain a positive public image of the school.
- Identify and establish (sponsored) partnerships with local and international organisations to enhance the school's profile, reach and presence in the community.
- Manage the school's brand identity, ensuring consistency across all marketing materials and communications.
- Develop and implement strategies to foster strong, collaborative relationships with current parents, ensuring their voices are heard and valued within the school community.
- Develop and implement systems to garner regular stakeholder feedback and liaise with the academic and support teams to ensure that issues are addressed in a timely and effective manner.
- Ensure effective communication with parents

regarding school updates, events, and opportunities for involvement.

- Oversee crisis and reputation management to ensure timely, transparent, and values-based communications in times of difficulty.

Events and community engagement

- Develop and execute a comprehensive event strategy, including open houses, information sessions, and community events, to engage prospective families and the broader community.
- Lead the planning, coordination, and execution of all school events, ensuring alignment with the school's brand and strategic objectives.
- Organise and oversee regular parent engagement initiatives, such as parent-teacher forums, workshops, seminars, information sessions and social events.
- Foster positive relationships with parents, alumni, local businesses, and community organisations to build a supportive and engaged school community.
- Develop and implement strategies to engage alumni in the life of the school, fostering a strong and supportive alumni network.

Data management, reporting and compliance

- Manage and analyse admissions and marketing data to inform decision-making and optimise strategies.
- Prepare and present regular reports on admissions trends, marketing performance, and strategic initiatives to the SLT.
- Ensure compliance with local regulations, school policies, and accreditation standards in all marketing and admissions activities.
- Provide strategic oversight of admissions systems and data management, ensuring that platforms, processes and records are accurate, secure and effectively support enrolment, retention and reporting needs across the school.

Budget management

- Develop and manage the admissions, marketing & retention budget, ensuring effective allocation of resources to maximise return on investment.
- Monitor expenses and implement cost-saving measures where possible, without compromising the quality of marketing and admissions efforts.
- Provide accurate and timely financial reports related to marketing and admissions activities, ensuring transparency and accountability.



The person

The Director of Admissions, Marketing and Communications will play a pivotal leadership role during this crucial launch and opening phase. The ideal candidate will be an experienced professional from the British independent and/or premium international schools sector with a strong track record in pupil recruitment and retention. They should be genuinely excited about the prospect of introducing a brand with such a strong heritage and clearly differentiated values and ethos to a new market. Their strategic approach should enable them to understand different target audiences and market dynamics, build the profile of King's in Ho Chi Minh City and to create strong demand for places. The person must be an inspiring leader to the large marketing and admissions team, an articulate advocate for the school and a collaborative team player working closely with colleagues at the school and in the wider King's family.

The successful candidate will bring the following:

Education and experience

- Bachelor's degree is essential (NB If the subject is not Business, Marketing or Education, then other qualifications may be required for visa purposes.)
- Master's degree and/or professional qualifications are desirable but not essential.
- Minimum 10 years of experience in admissions, marketing, or a related field, with at least 3 years in a leadership role (ideally in a British independent or premium international school.)
- Proven track record of successfully leading admissions processes and evaluation of prospective pupils in a dynamic British or international school environment.

Skills, knowledge and competencies

- Leadership skills: strong organisational, networking, facilitation, and management skills; excellent strategic thinking and planning skills.
- Communication skills: excellent verbal and written communication, including public speaking and presentations.
- Interpersonal skills: excellent interpersonal and intercultural understanding; demonstrated ability

to build and sustain positive and respectful relationships with a variety of stakeholders.

- Admissions knowledge: in-depth understanding of admissions processes and assessment practices, including current tools for pupil enrolment, demographic and market trends, regulatory requirements, and educational best practice. Skilled in interpreting data such as report cards, IEPs, educational or psychological evaluations, and standardised assessments to inform admissions and retention decisions.
- Marketing knowledge: expertise in strategic and digital marketing, including social media, web analytics, content marketing, storytelling and brand management. Proven ability to design and execute integrated campaigns that enhance visibility, strengthen reputation, and drive enrolment.
- Knowledge of premium international school markets, customer segmentation, SEO/SEM, and storytelling through design and digital platforms.
- Communications knowledge: advanced understanding of internal and external communications strategy, including media relations, public affairs, and stakeholder engagement. Skilled in managing brand voice and visual identity in line with school guidelines, ensuring clarity, consistency, and warmth across all channels. Experience overseeing crisis and reputation management and developing proactive messaging that reflects the school's values.
- Data analysis and enrolment forecasting: strong analytical skills with the ability to interpret data and make data-driven decisions including accurately forecasting enrolment and net revenues to ensure that goals are met.

Personal attributes

- Positive attitude: a positive and proactive approach to work, inspiring and motivating others within the team.
- Genuine: a commitment to holding the highest standards of honesty and integrity in all interactions, building trust and respect with colleagues, pupils, and stakeholders whilst always adhering to ethical standards and practices.
- Collaborative: enthusiasm for working with others, fostering a spirit of teamwork and cooperation across the organisation. Keen to put ideas forwards but also willing to listen and evaluate other inputs.
- Continuous improvement: the drive to seek to improve self and team through personal and professional development opportunities.
- Cultural sensitivity: able to manage, work and communicate well with staff and parents from a variety of nationalities.
- Warm, friendly, candid and open personality
- Values and promotes equality, diversity and inclusion
- Commitment to the safeguarding of children and young people.





King's College School, Wimbledon

King's is one of the most successful schools in the world, and our vibrant and caring community is a special place to learn and grow for boys aged 7-18 and girls aged 16-18. With over 1,500 pupils and 400 staff, we are located in one of the most attractive and peaceful parts of London, just a short walk from the picturesque Wimbledon Village.

King's was founded in 1829 by Royal Charter as the junior department of the university, King's College London, and, as such, intellectual aspiration and a progressive spirit are our heritage. Today, we offer an education of the whole person, in Mind, Spirit and Heart, the enduring ethos of our foundation. Our guiding mission is to look outwards, to the world beyond school, and to life at 25: we look to the lives we are preparing our young people to lead, so that when the time comes, they are ready to forge the pathway they choose, and to make a purposeful impact.

We aim for each of our pupils to enjoy an exhilarating adventure of learning and to pursue academic excellence within a fun, caring and welcoming environment. Academic outcomes at A level, IB and GCSE consistently place King's amongst the very top schools nationally and globally, with over half of A level and IB grades at A* or equivalent last summer.

Supporting our pupils to grow strong in spirit, in the shared values and qualities of character that will ground them, is equally important at King's. Kindness, respect and support for one another, a broad-minded outlook and a commitment to inclusivity, are central to our community, as is the co-curriculum, which enables pupils to develop broad skills and resilience as well as to discover lifelong passions through clubs and societies, CCF, Duke of Edinburgh, sport, the arts and community partnerships.

As we prepare to celebrate our 200th anniversary in 2029, our strategic development includes a particularly exciting new chapter. Over the next decade we will fulfil our ambition of offering a King's education to any child who will thrive here - becoming a fully co- educational community.



The King's College School, Wimbledon - Family of schools

King's College School Wimbledon International's vision is to form a world-class family of schools with international partners, each combining the educational excellence of King's with the special character of their own setting.

The first international partner school opened in 2018 and since then the King's family of schools has grown with Ho Chi Minh City becoming the sixth overseas school in our network of schools. We work with schools in China, Monaco and Thailand, which educate over 7,000 pupils with almost 1,000 staff employed globally.

The mission of King's International is to create exceptional educational experiences and opportunities for pupils and staff, and the communities they serve, in its world-class global network of schools.

Our aspirations are shared across the group of schools and each school benefits from the support of a well-resourced, dedicated and experienced team based in Wimbledon. The King's International team work closely with all our partner schools to facilitate sharing of best practice, sector-leading professional development, impactful collaboration programmes and many other innovations across the family.

Together with our international partners we share a belief in the value of intercultural dialogue, a commitment to excellence, and a drive to provide outstanding education that changes lives.





Millennia Education

At the heart of Vietnam's educational landscape, Millennia Education, an international education company, is deeply committed to the belief that quality education is the cornerstone of societal progress. Their mission extends beyond mere academics; they operate with a powerful social purpose, creating pathways for good. By forging international partnerships, Millennia Education brings fresh perspectives and innovative practices to Vietnam's educational ecosystem.

Their investment decisions are guided by a genuine desire to transform the lives of learners. They prioritise both educational excellence and fiscal responsibility. Millennia Education recognises that sustainable impact requires a balance between financial astuteness and pupil-centered outcomes.

By collaborating with King's, Millennia Education finds alignment in its educational philosophy. Both institutions share a commitment to excellence, fostering holistic growth, and preparing pupils for a rapidly changing world. This synergy fuels their excitement for collaboration, as they collectively strive to elevate education in Vietnam.

Led by a seasoned team with over 20 years of experience in International Private Education in Asia, Millennia Education is well-positioned to make a significant and lasting impact on the educational landscape.



Living and working in Ho Chi Minh City

Ho Chi Minh City, formerly known as Saigon, is a vibrant and dynamic metropolis that offers an enriching experience for foreigners seeking professional opportunities and cultural immersion. As the economic hub of Vietnam, Ho Chi Minh City boasts a thriving expatriate community, diverse culinary scene, rich history, and an exciting blend of traditional charm and modern development.

Living in Ho Chi Minh City offers a unique blend of Eastern and Western cultures, providing an enriching experience for individuals and families alike. From exploring bustling markets and historical landmarks to enjoying the city's vibrant nightlife and diverse cuisine, there is always something new to discover in this exciting city.

Ho Chi Minh City is home to a diverse range of educational institutions, from international schools and language centres to universities and vocational training institutes. King's College International School Ho Chi Minh has an amazing opportunity to lead and shape the future of education in this dynamic city, contributing to the academic success and personal development of students from diverse cultural backgrounds.

Ho Chi Minh City offers a high quality of life at a relatively low cost compared to other major cities in the region. With its modern infrastructure, excellent healthcare facilities, and efficient public transportation system, expatriates can enjoy a comfortable and fulfilling lifestyle in this cosmopolitan city. Modern high-standard accommodation is spread around the city, often within residential areas where villas and spacious houses can also be found. Family activities and social and sports clubs are available which offer opportunities to meet the international and local community living in Ho Chi Minh City.



Terms and application process

Terms of appointment

A highly attractive remuneration package is offered, reflecting the seniority and significance of the position. The actual salary will depend on skills and experience and will be paid locally in Vietnamese Dong. The contract will be for 2 years, based upon work permit regulations, with potential for renewal on a biennial basis subject to agreement by both parties.

The main benefits are likely to include:

- Annual performance-related bonus
- Generous housing allowance
- Relocation allowance at start of contract
- 30 days holiday per academic year (to be taken during school holidays and times of low enrolment demand)
- One-way economy flight from/to home country at start and end of contract plus annual return flight to home country after one year's employment - for self, spouse and up to 2 children
- Free schooling for up to 2 children at the school
- International health cover for self, spouse and up to 2 children under 18
- Use of company taxi account for local transport needs

The Application Process

This recruitment process is being managed by RSAcademics Ltd on behalf of Millennia Education and King's College School Wimbledon International. Unless stated otherwise, all communication about the appointments will be via RSAcademics.

Interested candidates are invited to contact RSAcademics for an informal and confidential discussion with **Nina Lambert - Head of Professional Services Appointments** NinaLambert@rsacademics.com.

The deadline for applications is **Tuesday 16 December 2025 at 10:00 (UK) / 17:00 (Vietnam)**.

However, applications will be processed and reviewed as they are received so candidates are encouraged to submit their applications as early as they are able. Millennia Education and King's College School Wimbledon International reserve the right to make an appointment ahead of any published deadline.

Applications should be made electronically to RSAcademics. To submit your application, please upload your documents according to the instructions on the RSAcademics [website](#).

You should submit:

- A completed application form (available to download from the RSAcademics [webpage](#)).
- A completed data sharing agreement.
- A covering letter, preferably of no more than two pages, addressed to the Selection Committee. The letter should explain the attractions of this role, the relevance of your experience and any other information that demonstrates your suitability for the role.

When you submit your application, you will receive an automated email from RSAcademics confirming receipt. If you have not received this email within two working days, or if you have any queries relating to uploading your application documents, please contact Alison Hooper at applications@rsacademics.com. Alison can also be reached by calling our Head Office on +44 (0)204 626 9790.

Preliminary interviews are expected to take place with RSAcademics via Microsoft Teams on 8 & 9 January 2026.

It is expected that the final stage interview will take place in Ho Chi Minh City late January or early February 2026.

To help protect our pupils from harm, Millenia Education and King's College Wimbledon International follow safer recruitment practices, and all appointments are subject to child protection screening. This includes collection of references from previous employers as well as identity, social media and criminal record checks.

Founded in 2002 by Russell Speirs, RSAcademics has advised and supported over 700 schools and educational organisations in the UK and worldwide. Through our working partnerships with heads, leadership teams, boards, staff and parents, we specialise in supporting schools in five main areas: strategy, marketing and research; equality, diversity and inclusion; operational improvement; leadership and governance and philanthropy. We enable schools worldwide to thrive by finding and developing senior leaders, guiding decision makers, making connections and shaping debate. We are known for the calibre and spirit of our people. We exist entirely to serve schools because we believe that the world needs thriving schools. RSAcademics is committed to promoting diversity and inclusion in schools and to safeguarding and promoting the welfare of children and young people. Please visit www.rsacademics.com for more information.

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