

LEADERSHIP SEARCH

Making A World of Difference



**Director of Admissions,
Marketing, and Communications**

Branksome Hall Asia

Application Deadline: November 14, 2025

Jeju Island | Start Date: August 2026



**BRANKSOME
HALL ASIA**



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Branksome Hall Asia

Director of Admissions, Marketing, and Communications

Job Description
October 2025

Introduction

Overview

Branksome Hall Asia is dedicated to promoting values of innovative thinking, global social awareness, and self-sufficiency, helping students push the limits of what they can achieve. A sister school of the renowned Branksome Hall in Toronto, Canada, Branksome Hall Asia empowers 900 students in grades JKP-12 to be the leaders of tomorrow.

Branksome Hall Asia, opened in 2012 on Jeju Island, South Korea, builds upon the strong, established traditions of Branksome Hall Canada, founded in 1903, and its exemplary reputation for a liberal arts curriculum and approach to education that prepares students to be lifelong learners and leaders.

Situated on a remarkable modern campus, Branksome Hall Asia enrolls both boarding and day students who follow the full International Baccalaureate (IB) curriculum JKP-12, and have the opportunity to experience a wide range of programs in the arts, athletics, technology, and community service. The strength of the IB program, combined with the school's commitment to empowering students, makes Branksome Hall Asia a truly remarkable place to live, learn, and work.

MISSION

Each day, we challenge and inspire students to love learning and to shape a better world.

VISION

To be the pre-eminent educational community of globally minded learners and leaders.

CORE VALUES

Care, Collaboration, Excellence

The School

Situated on the beautiful island of Jeju, South Korea (a UNESCO World Heritage site), Branksome Hall Asia offers the same exemplary educational program as its sister school. Recognized as one of the world's top 10 girls' boarding schools, Branksome Hall Canada offers students an academically excellent program in tandem with unmatched commitments to global engagement and well-being. At Branksome, students are taught the skills they need to thrive in our ever-changing world, learning how to find their voices and develop as lifelong learners.

Branksome Hall Asia, Jeju's only full IB continuum international school, offers this same exemplary educational program led by highly qualified and committed teachers recruited from around the world. Students learn and live together in a state-of-the-art, world-class facility that embodies and encourages the values of intellectual inquiry, collaboration, effective communication, and strength of character.

Both Branksome Hall in Toronto and Branksome Hall Asia share an educational philosophy based on leadership through service. Students develop the intellectual capacity and courage to lead while cultivating a sense of empathy and understanding for others. Each fall, the entire Grade 9 class from Branksome Hall Asia embarks on a three-week learning experience

in Ontario. Our female students go to our sister school, and our boys have partnered with a boys' school, which enables all students to live and learn with their peers in Toronto. Teacher professional development and exchanges are also important elements of this global study abroad program.

Academics

Junior School

The benefits of a Branksome Hall Asia education begin in the Junior School with the IB Primary Years Program. In this division, faculty implement an international curriculum framework and are dedicated to ensuring the best possible development of each child's total well-being. Teachers focus on creating an environment that is both academically rigorous and emotionally supportive. Through an inquiry-based approach to learning and teaching, students gain international perspectives, benefit from technology-supported instruction, and focus on their physical and emotional as well as academic and intellectual development. All courses are taught in English, with additional language studies in Korean or Chinese.

Middle School

Middle School students at Branksome Hall Asia are inspired to think reflectively as they explore a growing sense of confidence and independence, while developing critical skills as globally-minded learners and leaders. Students follow the IB Middle Years Program, which prepares them for the challenges of the Diploma Program in the Senior School. Through this program, students develop effective communication skills, intercultural understanding, and global engagement. They explore and reflect upon the complexities of the world through an interconnected program that offers expansive co-curricular and study abroad options. At this level, the program also offers robust pastoral and counseling resources. As students progress through the Middle School, they grow in confidence and independence to be curious, creative, and ethical students.

Senior School

Our Senior School welcomed the Class of 2029 as its first co-ed class in the Senior School. In this division, the focus is on students becoming confident, capable, and inspired to meet life's challenges with intelligence, sensitivity, and courage. Students meet in multi-grade council groups to reinforce relationships, promote the leadership of older students, and provide a source of peer support throughout the middle and upper school journey of each student.

IB Diploma Program

The IB Diploma Program, recognized for its excellence by colleges and universities worldwide, offers a coherent program including English, a second language, social sciences, science, math, and the arts. Technology is integrated into all areas of the curriculum, and at Branksome Hall Asia, Korean, social studies, and history are also taught in all programs. Students are encouraged to identify and pursue their passions, and they can select from a variety of elective offerings, including digital design, drama, business, psychology, and Chinese, among many others. The environment at the Senior School—and throughout Branksome Hall Asia—reinforces the development of self-esteem in young students,

encouraging growth of analytical skills and teamwork, inspiring students toward self-confidence, promoting STEM subjects, and celebrating diversity. Students also have some voice in their learning, helping to create robust after-school program offerings.

Student Life

Branksome Hall Asia celebrates the enthusiasm of the faculty, parents, and students whose contributions make Branksome Hall Asia a remarkable place of learning and living. Both day and boarding students enjoy a warm, welcoming community and lively campus with opportunities to explore, grow, and make new friends.

Our Co-curricular

The school's innovative co-curricular program, CASE (Community, Action, Service, and Enrichment Activities), provides myriad opportunities to explore areas of interest in the arts, athletics, community service, and other enrichment clubs and activities. Students may participate in such artistic endeavors as ballet, Korean calligraphy, digital storytelling, symphony orchestra, and much more. They develop athletic and sportsmanship skills via a host of team sports, including badminton, volleyball, tennis, basketball, soccer, golf, swimming, cross country, and track and field. Students develop leadership skills and become actively engaged citizens with a global outlook through various experiential service opportunities. They develop and pursue their passions and interests through clubs such as yearbook, public speaking, Environmental Protections, Red Cross Youth, and creative writing, among many others.

Our Boarding

As boarding students, each student gains a new family when he or she arrives at the school. Branksome Hall Asia's purpose-built residence is designed to enable students from around the world to live together and thrive. The program provides opportunities for students to build self-efficacy, and a strong sense of family and community is paramount. Support and guidance from Teacher Dons create a safe, supportive, and enjoyable environment for students to develop and strengthen leadership skills. There is a high expectation of personal responsibility, and students and faculty alike value internationalism. A high percentage of students are Korean, with approximately 10% coming from China or from expat families of other nationalities.



The Campus

Our Facilities

The School's award-winning campus is surrounded by natural beauty and culture. The intentional design of the campus embodies the school's ethos and provides a landscape for learning where the environment reflects the integration of structure and landscape. The school's facilities include an Olympic-sized pool and ice rink, fitness center, tennis courts, a golf green, and fields. Eight fully outfitted science labs and four spacious art studios are housed in the STEM-V Center with design studios and adjacent breakout spaces. The state-of-the-art Performing Arts Center includes a 370-seat theater, spacious studios, practice rooms, TV and recording studios, and a Black Box theater.

Jeju Island

One of the nine provinces of South Korea, Jeju Island is known for its natural beauty and miles of seashore. A popular vacation destination, the island welcomes over 10 million visitors annually. Much of the island is a designated national park, and attracts many looking to explore its natural attractions and hike its dormant volcano. A UNESCO World Heritage site, the 700 square miles of the island feature extensive hiking and riding trails, as well as "the finest lava tube system of caves anywhere."

The island is a unique and beautiful place to work and live. At once rural and somewhat remote, Jeju is a 50-minute flight from Seoul and other major Asian cities. The air route from Seoul to Jeju is the most frequently traveled domestic route in the world, bringing many

visitors and a busy island economy for its half-million residents. Branksome Hall Asia's modern campus blends technology with appreciation for nature, celebrating both tradition and innovation on Jeju Island.



The Position

Title: Director of Admissions, Marketing, and Communications

Reports to: Deputy Head of School

Functional relationships: Senior Leadership Team, Admissions Team, Marketing & Communications Team, Parents, Students, Alumni, Media

Length of Initial Term: 2-year initial contract

Position Summary

The Director of Admission, Marketing, and Communications is a strategic leader responsible for designing, integrating, and overseeing the school's enrollment, admissions, marketing, communications, and alumni efforts. This individual leads a comprehensive program that drives mission-aligned student recruitment and retention, builds community trust, and strengthens the school's visibility, value proposition, and reputation across multiple audiences.

As a member of the Senior Leadership Team, the Director provides leadership and coordination for internal and external communications, admissions strategy, branding, storytelling, and stakeholder engagement to support the long-term sustainability and vitality of the school.

Duties and Responsibilities

Key Areas of Responsibility

1. Strategic Enrollment Management (Admissions + Retention)

- Lead the development and execution of a proactive and relational admissions strategy to recruit mission-aligned students.
- Oversee all stages of the admissions funnel: inquiry, application, visit, assessment, enrollment, and re-enrollment.
- Monitor and respond to market trends to ensure recruitment strategies remain competitive and compelling.
- Engage faculty, administrators, students, and parents in the admissions experience, ensuring prospective families gain an authentic sense of community.
- Build and steward a referral network (e.g., feeder schools, alumni, parent ambassadors).
- Partner with the Deputy Head of School and Head of School on current and potential scholarship programs, allocation, and enrollment forecasting.

2. Marketing & Branding

- Develop and lead a comprehensive marketing plan that aligns with the school's mission, vision, and strategic goals.
- Position the school clearly and effectively within the local and international education markets.
- Ensure consistent brand identity across all channels, print, digital, in-person events, and throughout the admissions experience.
- Oversee the creation and design of promotional materials, school publications, advertising campaigns, and digital content.

3. Communications & Public Relations

- Lead the school's internal and external communications strategy to foster transparency, engagement, and alignment across constituencies.
- Serve as the school's spokesperson and primary media liaison, managing proactive media relations and reactive crisis communications.
- Ensure high-quality, mission-aligned content across all platforms, including newsletters, website, social media, press releases, and print materials.
- Coordinate translation services and ensure bilingual clarity (Korean/English and Chinese/English) in key communications.

4. Leadership and Management

- Supervise and develop the admissions, marketing, and communications teams, fostering collaboration, creativity, and excellence.
- Set and manage departmental budgets for admissions, marketing, and communications.

- Evaluate and refine systems, tools, and data analytics that inform decision-making (e.g. admissions funnel, website analytics, survey feedback).
- Work collaboratively across departments (Academic, Student Life) to ensure communications are aligned and support school-wide initiatives.

Required Qualifications and Experience

- Minimum 5 years of senior-level experience in enrollment, marketing, communications, or public relations; experience in international education preferred.
- Demonstrated leadership in enrollment strategy and brand development.
- Bilingual proficiency in English and Korean is strongly preferred.
- Proven experience managing staff, budgets, and cross-functional teams.
- Exceptional interpersonal, storytelling, and presentation skills.
- Strategic thinker with strong project management and organizational abilities.

Personal Characteristics

- Relational, strategic, team-oriented, and responsive communicator
- High ethical standards and integrity
- Deep understanding of diverse audiences and cultures
- Alignment with the school's mission: *"To challenge and inspire students to love learning and to shape a better world."*

*In addition to the above qualifications and experience, we are seeking people who are
HUMBLE, GRACIOUS, AND KIND.*

Compensation

A competitive global compensation package will be offered, including furnished housing, annual travel, healthcare, and professional development support.

How to Apply

Interested and qualified candidates should submit ONE electronic .pdf file to recruitment@branksome.asia, by **November 14, 2025**, with the following materials included:

Applicants are asked to submit the following documents as part of their application package:

1. Formal Cover Letter - outline your interest and qualifications for the position (no longer than 1 page)
2. Current Resume or Curriculum Vitae
3. Statement of Leadership and Marketing Philosophy (no longer than 1 page)
4. List of 3–5 Professional References

**References will only be contacted if you are shortlisted for the position.*

Applicants are encouraged to apply as early as possible, as Branksome Hall Asia reserves the right to close the selection process at any time.

School Address and Contact Information

Branksome Hall Asia
234 Global Edu-ro
Daejeong-eup, Seogwipo City
Jeju, Korea, 63644

Telephone: +82.64.902.5000

Fax: +82.64.902.5481

Web: branksome.asia

Email: recruitment@branksome.asia

If you enjoy...

- Engaging in outdoor activities such as hiking, running, biking, swimming, surfing, kite surfing, windsurfing, snorkeling, scuba diving, camping, and fishing
- Admiring breathtaking sunsets and sunrises
- Savoring fresh seafood and indulging in delicious Korean BBQ
- Exploring unique coffee shops and microbreweries
- Experiencing the beauty of all four distinct seasons
- Relaxing on pristine beaches
- Immersing yourself in museums, cultural activities, and art galleries
- Uncovering geological wonders such as lava tubes, Oreums, hexagonal columns, mountains, and volcanic cones
- Having access to excellent medical care
- Enjoying convenient travel within Asia
- Residing in a low-crime, exceptionally safe community
- Saving money while enjoying a high standard of living

...then consider a career at Branksome Hall Asia