

# HEAD OF MARKETING & ADMISSIONS INFORMATION FOR CANDIDATES

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## INTRODUCTION

This is an outstanding opportunity to assume a teaching role within Reigate Grammar School Vietnam (RGSV) Hanoi, the first British Independent School in Vietnam.

RGSV is the result of an international partnership between Reigate Grammar School (the leading co-ed independent school in the UK) and The International School of Vietnam (ISV). In September 2021, an official signing ceremony took place at the Vietnamese Embassy in London, hosted by Ambassador Nguyen Hoang Long and First Secretary Ms. Tran Huong Ly. The event was joined live from Hanoi by the British Consul General for Vietnam, Ms. Emily Hamblin and Chairwoman Ms Bich Thuy Mai. RGS Vietnam aspires to be the finest international school in Vietnam.

RGSV is a not-for-profit establishment that caters for children from pre-kindergarten to sixth form and serves both the international and local communities. It was founded nine years ago. Students study Cambridge International and International Baccalaureate curriculums.

Reigate Grammar School Vietnam is part of a global family, with schools in the UK, China, and the Middle East. All are part of a global Reigatian community.

**“THE MISSION OF THE SCHOOL IS SIMPLE, AND ONE WHICH UNDERPINS EVERYTHING WE DO: WE PROVIDE A SAFE AND ENCOURAGING ENVIRONMENT, WHICH IS INTERNATIONAL IN OUTLOOK, AND IS FOCUSED ON ACHIEVING ACADEMIC SUCCESS.”**

Mr Colin Bradshaw Bastida, Head of Secondary of Reigate Grammar School Vietnam

**“TODAY WE LAY A FOUNDING STONE FOR A GLOBAL VILLAGE AND WE PREPARE A BRIDGE OF UNDERSTANDING. WE BREAK DOWN THE WALLS OF IGNORANCE AND PREJUDICE AND OFFER A HAND OF FRIENDSHIP INSTEAD. THIS PARTNERSHIP BETWEEN RGSV AND ISV IS A BLEND OF EXCELLENCE. TOGETHER WE CAN CREATE A NEW PARADIGM AND STRONGER VERSION OF INTERNATIONAL EDUCATION.”**

Mr Shaun Fenton OBE and Headmaster of Reigate Grammar School's vision on signing the agreement with ISV in September 2021



## REIGATE GRAMMAR SCHOOL VIETNAM

Reigate Grammar School Vietnam (RGSV) is a not-for-profit international school that blends the best of a traditional British independent school education and Vietnamese values and principles, within the dynamic culture of the city of Hanoi, for pupils aged 3-18 years old.

RGSV started life as The International School of Vietnam (ISV) and began its educational journey with only a handful of pupils in 2013. Since then, the school has grown through steady development and clear milestones, guided throughout by Founder Ms MAI Bich Thuy and her long-term vision for a leading international education in Vietnam

This journey began in 2007, when Ms Thuy and her team started the not-for-profit project to build ISV. After approval by the city authorities in 2009, the team spent three years from 2010–2013 completing construction, and opened the first academic year in 2013-2014.

As the school established itself, ISV was authorised in June 2014 by Cambridge International Education to teach Cambridge Secondary 1 and Cambridge IGCSE, creating a strong academic pathway and a clear set of external benchmarks for pupils.

Alongside this, the Founder's ambition was always for the school to become an IB World School. Following the authorisation process, ISV became an IB school, teaching the Primary Years Programme (PYP) from 2016 and the Diploma Programme (DP) from 2018, strengthening the school's focus on inquiry, international mindedness, and high academic expectations.

Building on these foundations, in December 2021 the school was officially renamed Reigate Grammar School Vietnam (RGSV), becoming the first UK independent school brand partnership in Vietnam through collaboration with Reigate Grammar School UK. This partnership reinforces our mission to nurture, empower and connect pupils with their local and global communities.

RGSV is accredited by the Council of British International Schools (COBIS), reflecting strong practice against British international school standards and supporting our continued focus on school improvement.

Today, RGSV is recognised among leading international schools in Vietnam. IB Diploma Programme outcomes sit above the IB world average, and Cambridge IGCSE outcomes show consistently strong performance across subjects. Our graduates progress to universities across Vietnam, the UK, the Netherlands, Canada, the USA, Japan, Hong Kong, and Australia.

With the untiring efforts of our staff, constant support of parents, and the passionate performance of our pupils, the small beginning continues to grow and has had the opportunity to touch the pinnacles of success. Today, RGS Vietnam is a noted academic powerhouse of our city, with over 400 students from 30 nationalities. Its high standards are providing our community with a solid education, as we continue to strive to be a quality IB World School, living up to our school motto: **"NUTURE-EMPOWER-CONNECT"**.





## REIGATE GRAMMAR SCHOOL UK

Reigate Grammar School (RGS-UK) was founded by Alderman Henry Smith in 1675. For over 345 years, young people have been educated on the same site, in the heart of Reigate, an historic market town in the east of Surrey, 15 miles south of the City of London.

RGS is the leading co-educational day school in the UK and was awarded School of the Year by the Tatler in 2020-21. In 2019 it received the prestigious UK Independent School of the Year award for Wellbeing and Pastoral Care. In 2021, RGS was named School of the Year at the UK Social Mobility Awards. The school is a prominent HMC school and Headmaster, Shaun Fenton OBE, was the Chairman of HMC in 2018.

The first line of the school's most recent ISI report asserts that 'the quality of the students' achievements and learning is exceptional'. RGS' approach to teaching and learning melds expert subject knowledge with a modern, innovative approach to pedagogy with a judicious use of technology. Inspirational and personalised teaching and learning is at the centre of the vision and requires expert teachers. The school is one of a small number of world-class schools to have been a global pioneer in High Performance Learning (HPL), focusing on the development of global citizens, advanced performers and enterprising learners.

RGS UK caters for over 1600 students in three schools from ages 2 to 18. Reigate Grammar School (11-18) the senior section, with Reigate St. Mary's and Reigate Chinthurst the junior schools.





## REIGATE GRAMMAR SCHOOL INTERNATIONAL

The Board of RGS has committed to the creation of a family of schools across the world and Reigate Grammar School International (RGSi) is the school's commercial arm that is responsible for working with our partners overseas.

Reigate Grammar School International (RGSi) was established in 2016 as a 100% owned subsidiary of Reigate Grammar School with a strategic vision to establish international schools and to provide education consultancy services around the world under licence to Reigate Grammar School. This includes sharing its ethos; pupil welfare and pastoral model; teaching and learning philosophy; curriculum design expertise and operational systems.

This is a notable chapter in Reigate Grammar School's 350-year history. By developing international connections, RGS aims to establish cultural and learning links to provide visit and exchange opportunities for students and staff. Developing international links and perspectives opens up cultural and learning opportunities cross continents. RGSi is firmly established with schools in China, the Kingdom of Saudi and Vietnam, with more collaborations in the planning stage.

"Central to our ethos is the belief that every child who receives a Reigate Grammar School education is on a journey with noble purpose and will go on to make the world a better place."

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## HEAD OF MARKETING & ADMISSIONS JOB DESCRIPTION

The Head of Marketing and Admissions (HoMA) will report directly to the Education Director and together they determine the school's overall marketing strategy.

The Head of Marketing and Admissions is a key role within the school and the post holder is also responsible for leading and managing the Marketing and Admissions team. The successful candidate will be responsible for ensuring that a culture of joint ownership is developed with marketing and admissions across the school community and encompasses staff who will play a pivotal role in promoting excellence.

This role is especially interesting as the post holder will, along with the Education Director and The Board, lead the school through a period of expansion and development. This transition will see the school realise a dual campus model and to be recognised as the premium international offer in both in Vietnam. The Head of Marketing and Admissions will play a key role in communicating the vision and strategy to the school community and all stakeholders.

### RESPONSIBILITIES

- With the Education Director developing and implementing a Marketing and Admissions Strategy to ensure that the school's key messages are effectively communicated both internally and externally. Enabling the school to attract the very best pupils from across Hanoi.
- Admissions: Oversee the admissions team ensuring they have the support and resources needed to admit new pupils efficiently and seamlessly. Further develop the analysis of applicants and key success indicators such as success rate % and acceptance rate %. Ensure processes are in place that facilitate admissions queries via telephone, post or email and parents and that pupils feel welcomed when they visit the school or make an enquiry. Presence at admissions events including all open events, information events, scholarship assessments, interviews and future school events. Some of these are out of hours involving evenings and weekends.
- The Media: Responsible for researching and writing press releases; organising interviews and visits by photographers and journalists; keeping a comprehensive record of all media coverage; and establishing personal contacts with the local, regional and national media.
- Public Relations/Crisis Management: The post holder will be among the first responders in the event of an emergency.
- Collateral: Responsible, with the Marketing and Admissions teams, for whole school literature including the prospectus, supplements for each of the schools, periodicals, such as termly whole school reviews, Sixth Form/DP brochures, etc. School stationery, letterheads and any other promotional material such as leaflets, flyers and information booklets. A review of the marketing collateral is likely to be an early responsibility.
- Advertising: Responsible for the annual programme of national and local advertising promoting the school's Open Events, entrance examinations and any other admission requirements via the local media. Booking adverts, designing layouts and writing advertising copy.
- Photography: Organising external photography, arranging or taking all internal photography for school events and productions, keeping and maintaining a comprehensive catalogue of school photographs and supporting staff to develop outstanding classroom displays.
- Open Events: Organising, with the SLT and Marketing and Admissions team, all the Open Events throughout the school year and assisting with other events welcoming new parents and pupils.
- Relations with Prospective Parents: With the Marketing and Admissions team, making sure, via market research, that the school is providing what current and future parents and pupils want, sending information and literature each term and maintaining constant contact.
- Internal events: With the Marketing and Admissions team, supporting events including, but not limited to prize giving, admissions evenings, meet the tutor evenings to celebrate the current RGS Vietnam students' achievements with the parent body.
- Festivals: To coordinate festivals and celebrations such as, Lunar New Year, Tet Trung Thu Festival, Children's Day and National Teacher's Day.
- Market Research: The promotion of a marketing culture within the school so that all concerned are involved in efforts to promote the school and understand their role, specific research into prospectus requests, media coverage, where parents live, coach routes, take-up rates and research with families who have applied for, but not taken up, offers of places at the school.



- Tours: With the Marketing and Admissions team, meeting prospective parents and pupils and assisting with tours at Open Events and on other occasions throughout the school year.
- Displays: The provision of displays for Open Events and exhibitions, producing and maintaining displays throughout the school.
- Special Events: Helping to facilitate a variety of events that involve publicising the school such as conferences, mother and baby mornings, tea-time lectures, debates, forensic science event, geography quiz, sports master classes/tournaments, Hanoi schools' tournaments, etc.
- Digital media to include website, social media and other developing media opportunities: Maintaining the school website and social media, updating information and constantly reviewing all pages/entries, particularly the news sections etc. Social media especially will play a key role in promoting the school and sharing positive news stories. A key role will be ensuring videos are made well and used for marketing. It will be important to work with others in the community in these areas, such as school leaders and Heads of Department etc to ensure high quality learning and events are recorded and used to develop an archive of marketing collateral.
- Database Entries: Reviewing and updating entries of the school for educational websites and other guides.
- Budget: Controlling and managing own budget and the allocation of resources.
- Reception and Admissions Areas: Management of the entrance area, admissions offices and reception areas for visits including the maintenance of displays and notices.
- Manage the Admissions team: To supervise, lead planning and self-improvement reviews to increase effectiveness in all areas of marketing and admissions.
- Self-evaluation and improvement: Through surveys and focus group events with existing, prospective parents and others, review and identify annual improvements for the Marketing Strategy.
- Speeches: Help with preparing speeches.
- Strong attention to detail, a calm and unflappable manner.
- Initiative, new ideas, a sense of humour and the ability to communicate with all staff at all levels, both teaching and support including catering and maintenance.
- The ability to be able to prioritise and meet deadlines.
- In depth understanding of current practices and principles of marketing, public relations, branding and brand strategy.
- Experience in working with schools in admissions or marketing activities
- Experience in managing social media for marketing and communications purposes e.g. Facebook, Twitter etc.
- Previous line management and budgetary responsibility.
- Excellent IT skills will be important, including using Desk Top Publishing.
- Excellent and proven project management skills in a busy, pressurised, and professional context.
- An understanding of the motivations, attitudes and aspirations of parents, children and other stakeholders in the community interested in independent school education.
- A knowledge of the marketing practices and principles generally applied in the independent school's sector.
- An ability to articulate a compelling vision case for private education in Vietnam, both verbally and in writing.
- An understanding of how to develop, maintain and continuously improve an integrated communications strategy.
- The successful candidate is likely to be a graduate with a recognised qualification in Marketing.

### PROFILE OF SUCCESSFUL CANDIDATE

The successful candidate is very likely to have:

- Exceptional people skills, self-motivation, and the ability to relate quickly and easily with pupils, parents, feeder school staff (teachers and management) and other stakeholders.

### THE POST

This is a full-time post throughout the year including school term and holiday periods. Core office hours during term time are 8am to 5pm, although the working day is often longer. Frequent attendance is required at regular evening and weekend occasions including all Open Events. There is the flexibility to take time off in lieu in school holidays. There is an entitlement of four weeks' annual holiday (to be taken during school holidays), increasing to five weeks after five years' service.

Please note that the elements within this job description are illustrative as the expectation is that this role will evolve over time and will include other reasonable requests from the Education Director and Board.

## SAFEGUARDING

RGS Vietnam is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. All applicants should read the school's Safeguarding policy, which is available on our website, and are required to declare any criminal convictions or cautions, or disciplinary proceedings related to young people. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Services. Full details are given on the application form.

## EQUAL OPPORTUNITIES

RGS Vietnam is an equal opportunities employer and welcomes applications from appropriately qualified persons regardless of gender, marital status, sexual orientation, race, ethnic origin, colour, nationality, religion, disability or age. Candidates will be assessed against relevant criteria only (i.e. skills, qualifications, abilities, experience) in selection and recruitment.

## APPLICATIONS

The closing date for application is on **30th March 2026**.

All applications should consist of:

- A full CV which details:
- Your entire work history.
- Reasons for leaving your current role.
- Details (name, address, email address and relationship to you) of at least two professional referees from your most recent position(s).

A covering letter addressed to the Managing Director outlining:

- Your reasons for applying.
- Relevant professional experience that you feel is aligned to the needs of the role.
- Your personal educational philosophy.

Scans of certificates of all teaching qualifications, such as:

- BEd or PGCE
- Undergraduate Degree
- QTS
- Masters, MEd

Applications should be made electronically on [TES](#)

The recruitment process will proceed as follows:

- All applications should be submitted by **30th March 2026**. They should consist of a CV, completed application form and a cover letter. Interviews will be conducted by the end of March.

RGS Vietnam is committed to ensuring that the privacy of applicants and employees is protected.

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## INFORMATION ABOUT HANOI

Hanoi, situated within a bend on the right bank of the Red River, has been the capital city of Vietnam since AD 1010 (apart from a period in the early 1800s when the Emperor of the Nguyen dynasty decided to rule from Hue and the additional use of Saigon and Da Lat as the capital of French Indochina) - and 2010 marked the 1000-year anniversary of its establishment. Hanoi's cultural heritage is rich, combining aspects of this ancient city development with the colonialism brought by the French in the mid 19th century.

Hanoi is a small city with a compact historic centre, lakes, tree-lined boulevards, narrow alleys, villas, churches, temples and pagodas, shared by a population of 2.6 million people using about 1.8 million motorbikes.

Hanoi has a warm humid subtropical climate (i.e. it rains a lot). Summers (May to September) are hot and humid, with most of the year's 1.68 metres of rainfall (and sticky at 80-100% humidity). Winters (November to March) start mild and relatively dry becoming more humid, with spring (April) bringing the chance of light rains. There is usually cloud/fog in the winter (for example, February only has 1.8 hours/day of sunshine) and it can be cold especially around Halong Bay to the east. Temperatures have ranged from 2.7oC (36.9oF) to 40.4oC (105oF) but more usually 13oC-25oC in winter and 24oC-32oC in summer.

The local people of Hanoi are friendly, hard-working, busy about their everyday lives and helpful when you are trying to make yourself understood in order to buy those particular bananas or to get the taxi driver to go exactly where you want.

Working and living in Hanoi offers a huge array of benefits. There are many places to visit in Hanoi in addition to the restaurants and cafes, museums, temples, pagodas, churches, modern as well as traditional theatres and some very grand hotels.

There are numerous lakes and parks within the city with good walking paths: Hoan Kiem Lake, Bay Mau Lake, Truc Bach Lake or part of the large Tay Ho (West Lake) as well as a myriad of smaller ones scattered across the city. The Botanical Gardens is also a pleasant park for walking.

Hanoi Opera House is host to a wide range of international musical performances (as well as being a superb example of French colonial architecture) and features regular performances by the Hanoi Philharmonic Orchestra of the Vietnam National Academy of Music.

There are cinemas showing films in English such as the multiplexes in the Vincom Towers and The Garden Centre shopping complex and the French art-house cinema, Hanoi cinematheque, which shows original language films with English subtitles. Hanoi Water Park is a family attraction north of the city centre with the usual wet rides and play areas.

Ho Chi Minh Mausoleum Complex is a traffic free area with parks, pagodas, memorials, monuments and museums located in Ba Dinh Square where the Vietminh leader read the Declaration of Independence on September 2nd 1945 establishing the Democratic Republic of Vietnam. The imposing structure is modelled on Lenin's tomb in Moscow.





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Thang Long Water Puppet Theatre is a treat for adults as well as children with live music, singing and a unique story-telling model.

The Army Museum details Vietnam's struggle against colonial powers, with photos and exhibitions from both the French and American wars appropriately located on Dien Bien Phu Street - named after the city near the Laotian border west of Hanoi and the significant defeat over the French in 1954. The National Museum of Vietnamese History is housed in the old French consulate with a collection of historic relics from prehistoric carvings to Buddhist and Han tomb artefacts.

One-pillar Pagoda is a wooden reproduction of a pagoda built in 1049.

Quan Su Pagoda is a very important Buddhist temple constructed in the 15th century now the headquarters of the Vietnamese Central Buddhist Congregation.

Hoa Lo Prison was built by the French in 1896 and used to house prisoners of war including Lt. Everett Alvarez, the 1st official American pilot shot down over Vietnam; Pete Peterson, the ambassador to Vietnam; and U.S. Senator John McCain. Nicknamed the Hanoi Hilton, it documents the prisoners' history from a Vietnamese perspective.

Other museums include the Revolutionary Museum, Vietnam Ethnology Museum, Vietnam Museum of Fine Arts and the Women's Museum: enough to keep you steeped in Vietnamese history and culture throughout your stay.

Beyond Hanoi, Vietnam offers endless possibilities: mountains, wetlands, forests, national parks, animal sanctuaries, beaches, and coastlines... further afield an amazing array of Asian opportunities awaits.

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