



LA GARENNE
INTERNATIONAL SCHOOL

JOB VACANCY
ADMISSIONS & MARKETING OFFICER
CHINA MARKET (FULL-TIME)

la-garenne.ch/job-vacancies



About our School

La Garenne School - Be the one that makes the difference

Founded in 1947, La Garenne International School is known across the world for its unique approach to boarding education. Students from over 35 nations are welcomed each year to our modern campus in the French-speaking mountain resort of Villars, where we provide a secure environment and an extraordinary education to boarding and day students from 4 to 18 years old.

Our philosophy is based on individual attention to each and every young person, instilling in them a passion for learning, developing international mindedness and ensuring their holistic development academically, socially and emotionally.

OUR VISION

To inspire our community to be responsible global citizens in an ever-changing world.

OUR MISSION

The mission of La Garenne International School is to prepare students from around the world to become independent, international-minded young people. We promote traditional Swiss values of open-mindedness, responsibility, innovation, empathy, and respect. We strive to nurture each learner's talents, meeting their individual needs and aspirations.

OUR CORE AIMS

CARE

Give each student personalised attention with empathy and understanding to help keep them happy, motivated and healthy as they progress towards adulthood.

RESILIENCE

Promote strategies to adapt, recover, and grow in the face of challenges. Students step out of their comfort zone and learn never to give up.

BE HAPPY AND NEVER, NEVER, NEVER GIVE UP

IMPACT

Prepare students to make a difference to themselves and to the world through community service and peer support, giving them the tools for self-reflection, aspiration and personal growth.

CURIOSITY

Make inquiry central to our teaching and learning so that students become lifelong learners, never ceasing to critically investigate, question, and analyse.

UNLEASH YOUR TALENTS, INSPIRE THE WORLD



Job Description

Admissions & Marketing Officer – China Market (Full-Time)

La Garenne International School is seeking a dynamic, proactive, and highly organised **Admissions & Marketing Officer (China Market)** to join our team as soon as possible.

This strategic role sits at the heart of the school's growth and recruitment strategy and plays a central part in shaping how La Garenne is presented to **Chinese families, agents, and partners**, as well as to the wider Swiss and international education community.

The Admissions & Marketing Officer will be responsible for coordinating and delivering the school's **admissions and marketing strategy with a primary focus on the China market.**

The core objective of the role is to strengthen La Garenne's brand awareness and reputation in China, increase visibility among leading Swiss boarding schools, and ensure clear, culturally appropriate, and consistent communication with prospective Chinese families throughout the admissions journey.

Working in close collaboration with the **Executive Team**, the post-holder will oversee the planning, creation, design, and execution of all **China-focused marketing and admissions materials**, including Chinese-language content for the website, social media platforms (e.g. WeChat), brochures, presentations, and targeted campaigns. They will also coordinate admissions outreach activities in China, ensuring consistency of messaging, positioning, and brand identity across all channels and touchpoints.

This role requires a strong balance between **strategic thinking and hands-on execution**, as well as close collaboration with academic, boarding, and administrative teams to ensure that La Garenne's values, strengths, boarding ethos, and student experience are communicated **accurately, authentically, and compellingly to Chinese families.**

Main Duties

(Primary focus: China market and Chinese families)

- **Develop and continuously refine** La Garenne's admissions, marketing, and communications strategy, with a **strong strategic focus on the China market**, in alignment with the school's vision, values, and long-term growth objectives.
- **Design and manage a tailored messaging framework for Chinese families**, ensuring that all communications clearly explain the Swiss boarding school model, La Garenne's educational philosophy, and student experience in a culturally appropriate, accessible, and compelling way.
- **Lead and coordinate all China-focused digital communications**, including Chinese-language website content, WeChat and other relevant platforms, admissions materials, presentations, and campaigns, while ensuring consistency with the school's global brand identity.
- **Act as a key point of contact for Chinese families, agents, and partners**, supporting the admissions process through timely, professional, and culturally sensitive communication, and working closely with the admissions team to convert enquiries into enrolments.
- **Safeguard and enhance La Garenne's brand positioning in China**, ensuring that all materials and communications accurately reflect the school's culture, values, boarding ethos, and academic strengths, while strengthening recognition and trust among Chinese families.
- **Plan and manage the annual marketing and admissions calendar for China**, acting as lead writer and editor for targeted campaigns, publications, and communications, and coordinating production timelines with internal teams and external partners.
- **Use market research, parent and student interviews, and admissions feedback from Chinese families** to continuously refine messaging, value propositions, and recruitment strategies specific to the China market.
- **Monitor and analyse digital performance and engagement metrics** (website traffic, social media engagement, enquiries, conversions) related to China-focused campaigns, using insights to optimise recruitment and communication strategies.
- **Conduct ongoing market intelligence and competitor analysis in China**, identifying trends, emerging opportunities, and evolving parent expectations in the international boarding school sector.
- **Coordinate the production of culturally relevant visual and digital content**, working with designers, photographers, and videographers to showcase student life, boarding, academic programmes, and extracurricular activities that resonate with Chinese audiences.
- **Review, edit, and support communications from other departments** intended for Chinese families, ensuring clarity, consistency, and alignment with brand and cultural expectations.
- **Undertake additional responsibilities** as required by the General Director, particularly in support of admissions growth and brand development in China.



Person Specification

Essential Qualifications & Experience

- **Native-level or fluent Mandarin (spoken and written)** is essential, with the ability to communicate confidently and sensitively with Chinese families, partners, and agents.
- **Fluent in English** (written and spoken); **French and/or Spanish** is an advantage.
- Bachelor's or Master's degree, ideally in **Marketing, Communications, Business, or a related field**.
- Minimum **3 years' professional experience** in marketing and communications, or in admissions, preferably within education, international services, luxury, or family-facing environments.

Marketing, Digital & Admissions Expertise

- Strong experience in **digital marketing**, including social media campaigns, content marketing, blogger/KOL outreach, and innovative or guerrilla-style marketing initiatives.
- Proven ability to **create, adapt, and manage digital content** across platforms such as WeChat, X, Facebook, LinkedIn, Instagram, TikTok, and websites, with a clear understanding of platform-specific audiences.
- Experience managing the **full admissions or sales funnel**, from lead generation and nurturing to conversion and retention.

Communication & Personal Attributes

- Excellent **written, editing, proofreading, and verbal communication skills**, with strong attention to detail and consistency of tone.
- Highly organised, proactive, and adaptable, with strong **time management and prioritisation skills**.
- Confident working in **ambiguous and fast-evolving environments**, with a solution-oriented mindset and a natural curiosity to explore new ideas, markets, and approaches.
- Culturally sensitive, emotionally intelligent, and professional, with a strong understanding of the expectations and decision-making processes of **Chinese families**.



How to Apply

We welcome applicants who have a passion for education, who are ready to offer individual attention, participate in the life of the whole school and who will uphold our Guiding Principles.

Please send the **following documents** to the address below:

- Complete curriculum vitae.
- A letter of application (handwritten if possible).
- A copy of your passport information page and/or Swiss work permit.
- Names and contact details of at least two referees for your last two jobs.
- In your cover letter, elucidate why you believe you're up for the challenge and share your approach to the test task: strategizing a year-long plan to amplify our marketing efforts, encouraging more students to embark on journeys with La Garenne.

La Garenne International School

Human Resources
Chemin des Chavasses 23
1885 Chesières
Switzerland

La Garenne International School is fully committed to safeguarding the children and young people in our care and expects the same from its employees. All new staff are subject to enhanced pre-employment clearance, including identity, criminal background (as well as a special excerpt from the Swiss criminal records for people working with children), qualifications and employment checks.

Overview of Employee Benefits

- The opportunity to live and work in a beautiful area with great connections to the rest of Europe
- To work in a school with an excellent reputation
- To be part of a growing school with opportunities for advancement
- To be part of a team of well-qualified and enthusiastic staff
- Professional development opportunities
- Numerous outdoor activities available in and around the resort of Villars
- Staff access to the school gym