



Schoolhouse International Consulting

Marketing Director

Position Description

Updated 7 March 2013

Timing: Immediate Opening, 24-Month Commitment

Location: Central Beijing

Reports to: Managing Partner

Language: English Required with Chinese Very Helpful

Compensation: Depends on Experience, Negotiable

Company Background

Schoolhouse International Management Consulting (Beijing) Company, Ltd. (SIC) has been established to provide corporate services to the Schoolhouse operating companies as well as related entities and outside clients in the tourism field. These services include finance, central purchasing, human relations, sales, marketing, and business development.

SIC is domiciled in Chaoyang District in central Beijing and is wholly-owned by China Restaurant Holdings (CRH) our offshore entity for investments in China. CRH is majority owned and controlled by USA citizens.

There are two operating companies, Mutianyu Schoolhouse Restaurant Company, Ltd. (MSR), an award-winning multi-location restaurant and

rental home business serving guests since 2006, and the Brickyard Eco-Retreat, a 25 room boutique hotel with spa and conference facilities in business since 2010 that earned a Trip Advisor Travelers' Choice Award for 2013.

The consumer website www.theschoolhouseatmutianyu.com introduces the existing operating companies and emphasizes the organization's deep commitment to sustainability and legal & ethical business practices.

There are currently three related entities. Schoolhouse Agricultural Science & Technology Company, Ltd. (SAS) operates an orchard and will produce value-added agricultural products for on-site sales and the gift market. This company was established in 2011 and final project approval for converting the land to agricultural tourism development and build out was secured in February 2013. SAS is owned and controlled by CRH.

Schoolhouse Art Glass (SAG) is an art glass studio in operation since 2006 making unique blown and lamp worked glass pieces on the grounds of The Schoolhouse. SAG also designs, markets, and sells Singing Wine Glasses. This company is owned and controlled by investors in CRH.

Beijing ABC Management Consulting (ABC) provides architectural design and project management services to The Schoolhouse businesses and to outside clients. This company is owned and controlled by investors in CRH.

Position Background

The Schoolhouse business has expanded rapidly resulting in the need to augment the management team with a full-time marketing director to

build and oversee marketing department. This position reports directly to the managing partner.

Required Skillset and Background

Think strategically about sustainable tourism and our core brand

Operate productively in a small company environment

Plan and manage multiple projects simultaneously

Optimize punch for limited resources

Manage and mentor a small and young team including interns

Leverage outside service providers

Analyze our sales in competitive market context

Create and define new products and fix existing ones

Maintain and enhance web and social media presence

Emphasize PR over advertising

Develop department budget and track implementation

Develop and manage project and campaign budgets

Computer literate

Excellent oral and written communication skills

English written and oral ability required

Chinese very helpful but not essential

Contact: employment@schoolhousehotels.com

