

## Marketing Officer

**Organization:** American School Hong Kong, an Esol Education School

**Industry:** Education Management

**Location:** Hong Kong S.A.R

**Reporting to:** Digital Marketing Manager

### The Role

Reporting to the Digital Marketing Manager, the position of Marketing Officer will assist the Admissions and Marketing team of ASHK in the planning, organizing, implementing and evaluating the marketing events and promotion activities. This will include 360 integrated marketing planning including publicity, online and offline promotional campaigns, partnerships etc.

### Responsibilities

- Assist in the planning, organizing, implementing and evaluating the marketing events and promotion activities to drive ROI
- Manage, develop and execute the internal & external communication collaterals. Budget planning and control on events and programs to maximize the cost effectiveness
- Through the line execution of different marketing campaigns including writing, editing, content creation, and publishing different marketing communication materials: press releases, website content, newsletter and online feeds
- Explore marketing partnerships
- Conduct the market intelligence research and survey
- Support Marketing and Admissions activities and ad hoc projects as required

### Requirements

- Degree holder in marketing, communications or related discipline with a minimum of 3 years relevant experience, preferably in education industry or with agency background
- Strong in analysing and understanding market data
- Understanding of using a CMS for website management and online newsletters
- Experience creating and adapting content for various objectives (posts, stories, reels) for Facebook & Instagram
- Excellent English and Chinese copywriting, editing and proofreading skills
- Good command of spoken English and Chinese (Mandarin and Cantonese)
- Proficiency in PC skills, Google, MS Office, Chinese word processing and Photoshop
- Graphic design, photo editing and retouching skills with a working knowledge of Canva, In Design, Adobe Acrobat, Adobe Photoshop
- Knowledge of audio/video editing using iMovie or Final Cut Pro is a strong plus
- Independent, self-motivated and detail-minded

### Qualities

- Committed to achieving best practice communications
- Dedicated to continually learning and updating skills using the latest platforms, tools and technologies
- Organized and able to work independently
- Working quickly and accurately under pressure
- Motivated and results-driven
- Result-oriented with strong communication and coordination skills

### Salary & Benefits

We offer a competitive salary commensurate with experience and industry standard benefits package.

### Application Procedure

Submit all documents in a single PDF file and forward by email to: [jobs@ashk.edu.hk](mailto:jobs@ashk.edu.hk)

- Cover Letter
- Current CV
- Contact details of 3 professional referees

*Personal data collected will be used for recruitment purpose only. Please note that only short-listed candidates will be contacted.*

### About ASHK

Inaugurated in September 2016, American School Hong Kong (ASHK) was founded by Esol Education, selected by the Education Bureau of the Government of Hong Kong through a competitive bidding process. A non-profit, non-denominational school, ASHK offers an accredited American education delivered by North American teachers, guided by Esol Education's 40-plus years of educational expertise in establishing and operating premium K-12 international schools worldwide. Located in Tai Po in the New Territories, ASHK's holistic approach to education promotes a student's full intellectual, physical, moral and social development. A strong STEAM (Science, Technology, Engineering, Arts and Mathematics) focus is a key characteristic of the school, along with its Chinese Language program. Currently serving students from KG to Grade 10, ASHK will then evolve to a full-scale K-12 school, offering the International Baccalaureate (IB) Diploma Program (DP) in Grades 11 and 12, in addition to a US High School Diploma. ASHK is accredited by the Western Association of Schools and Colleges (WASC) and the Middle States Association of Schools and Colleges (MSA), two leading accrediting commissions for Schools in the United States. The spacious school site has undergone a full scale 80-million-dollar upgrade, with advanced laboratories and specialty rooms, along with an extensive sports and activities program, with an additional 20-million-dollar expansion planned for 21-22.

Esol Education's global network of ten international schools, serves thousands of families across the Middle East, Europe and East Asia. Esol Education's American schools are accredited by the Middle States Association of Colleges and Schools in the USA, and by the Council of International Schools in Europe. Esol Education graduates matriculate to leading universities, with recent graduates currently attending the world's top 50 schools including Harvard, Stanford, Oxford, Yale, MIT and Columbia University.