

Marketing Coordinator

Whole School
Job Description

Our Mission

We are a community of learners determined to make the world – or our corner of it – a better, kinder place. We reflect our values in everything we do so that we make the most of opportunities and challenges in a spirit of enthusiastic inquiry.

Our Vision

We help every student turn learning into action, creating opportunities for students to stretch themselves further and achieve more than they believe possible.

General Description

The Marketing Coordinator serves as a member of the Marketing and Communications Team and contributes towards ISZL's enrolment and fundraising goals.

The role requires the person to be confident driving both digital marketing activity and integrated marketing campaigns. This includes SEO and content updates for the school website, developing digital strategies to increase engagement and leading the social media content team. But also the planning and implementing of school-wide marketing campaigns and overseeing ISZL's branding projects and guidelines. The position reports to the Director of Institutional Advancement and is a member of the Marketing & Communications Team.

The Marketing Coordinator is expected to:

Marketing

- Develop and execute marketing strategies and plans for online and offline campaigns, including promotions and events for internal and external target groups
- Conduct market research and identify trends to strategically differentiate ISZL from relevant competitors
- Produce online and offline advertising plans and ensure maximum effectiveness, including messaging and production of collateral
- Manage paid ads on Google and social media
- Liaise with external graphic designers to provide promotional marketing materials
- Create and produce departmental mailings

Branding

- Implement, monitor and approve the integration of the corporate identity guidelines from all school stakeholders and carry out regular brand audits
- Advise staff members regarding the use of ISZL logos and images and provide school-wide templates to ensure consistent brand implementation

Photography

- Organise photoshoots with professional photographers, including organising schedules and writing briefs
- Ensure the availability of quality images for external and internal use, including organisation and maintenance of the image library
- Deliver and support research requests from schoolwide stakeholders

Website

- Oversee the public website, to ensure accurate, engaging and up-to-date content from key stakeholders.
- Optimise copy and landing pages for search engine optimisation by performing ongoing keyword research and implementing content recommendations for organic SEO success
- Working with modern content management system tools to create, edit and publish web page

Social Media

- Ensure continuous development and implementation of an integrated digital social media strategy, aligned with ISZL's goals, mission and vision
- Lead the social media content team to ensure important content is visible on social media
- Generate, edit, publish and share engaging content daily on all ISZL social media channels, communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Monitor engagement across social media while providing and assessing results from analytics

General Administrative Support

- Work closely with the Communications Coordinator and the Web Services Manager to maintain a fully operational and updated website.
 - Maintain open communication and close collaboration within the Marketing & Communications Team, to ensure processes are implemented efficiently and alignment is secured
 - Act as a partial substitute for the Communications Coordinator role, when required
 - Assist with and/or attend events and projects, including evening and weekend work as required, and be open to short distance travel
 - Perform other duties, as assigned
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Required and Preferred Qualifications

- 5+ years' experience in marketing, ideally in a commercial company, a non-profit organisation or an educational environment
 - Knowledge and strong experience of planning and running integrated marketing campaigns
 - Understanding of social media channels (Facebook, LinkedIn, Twitter and Instagram)
 - Solid knowledge of SEO, keyword research and Google Analytics
 - Up-to-date knowledge of the latest digital technologies and social media trends
 - Strong collaboration and interpersonal skills
 - Ability to work well under pressure and juggle competing projects from different stakeholders with diplomacy and assertiveness
 - Exceptional organisational skills, attention to detail and highly reliable
 - Excellent communication skills (both written and verbal) in English language, preferably a native speaker. German is desirable but not essential
 - Self-starter with a demonstrated ability to work in a team to achieve common goals
 - Passionate about continuous learning and professional development
 - Highly professional and high ethical standards
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Compensation

Compensation for this role will be commensurate with the responsibilities of the position and is very competitive globally.

Application Process

- Submit one PDF with a letter of interest and CV via the application link found in the [Working at ISZL](#) section of ISZL's [website](#).
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Key ISZL Reference Documents

- [Guiding Statements](#)
 - [Learning Principles](#)
 - [Inclusion Policy](#)
 - Visit the [Working at ISZL](#) section of ISZL's [website](#) for more information.
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Child Protection

ISZL is committed to the use of the International Task Force on Child Protection screening and assessment practices for schools for all hiring processes.