Digital Marketing Executive Job Description

1. OVERVIEW

1.1. The Digital Marketing Executive is appointed by and reports to the Head – Admissions & Marketing.

1.2. The Digital Marketing Executive is responsible for assisting in the formulation of strategies to build a lasting digital connection with our target market, planning and monitoring the ongoing company presence on social media and launching optimized online advertisements to increase company and brand awareness.

1.3. The Digital Marketing Executive is a full time employee of Stonehill International School

2. EXPECTATIONS

It is expected that the Digital Marketing Executive will:

2.1. Demonstrate an explicit commitment to the philosophy, mission and vision of the school as determined by the Head of Admissions and Senior Leadership Team.

2.2. Be aligned with and promote the School's vision, mission, identity, and core values.

2.3. Keep abreast of the competencies and skills required of the position.

2.4. Communicate effectively with all school constituencies as appropriate.

2.5. Maintain an effective working relationship with colleagues, Co-ordinators, Heads of Departments and members of the Educational Leadership Team.

2.6. Be familiar with the operational practices and expectations of the school.

2.7. Adhere to the school policies and guidelines.

3.   DUTIES AND RESPONSIBILITIES

3.1.   Collaboratively building, planning and implementing the overall digital marketing strategy

3.2.   Cross-collaborating and liaising with external teams to create material

3.3.   Maintaining industry relevancy by identifying and analysing the latest digital trends and tech developments in mobile marketing

3.4.   Planning and monitoring ongoing company presence on social media

3.5.   Launching optimized online advertisements to increase company and brand awareness

3.6.   Being actively involved in SEO efforts (keyword, image optimization etc.)

3.7.   Managing and improving online content, considering SEO and Google Analytics

3.8.   Providing creative ideas for content marketing and updating the website

3.9.   Collaborating with designers to improve user experience

3.10.   Measuring performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, Web Trends etc.)

3.11.   Acquiring an insight into online marketing trends and keeping strategies up-to-date

3.12.   Monitoring competition and providing suggestions for improvement

3.13.   Maintaining partnerships with media agencies and vendors

The Job Description is a guide only and is not intended to be an exhaustive or exclusive list of duties of this position. It is subject to review and modification at any time in response to the changing needs of the school.