



RECRUITMENT SUMMARY

Job Title	Marketing Officer
Department	Admissions, Marketing & Communications
Line Manager	Director of Admissions, Marketing & Communications
Start Date	As soon as possible
Position Type	Replacement
Staff Type	Local

OVERVIEW

Lady Eleanor Holles International School has been founded to provide students in Foshan and the rest of Guangdong province with the opportunity to experience a British curriculum, learning style and environment, combining high academic standards with a wide range of extra-curricular activities. The school will be a dynamic, inspirational and joyful learning community where boys and girls enjoy working in a creative and collaborative environment.

State of the art classroom and extra-curricular facilities, combined with carefully designed boarding facilities, will attract students from Foshan, Guangdong Province and Southern China. When full, Lady Eleanor Holles International School Foshan (LEHF) will educate 800 students from age 6 to 18.

The School, opened in 2021, is a joint venture with Trumptech, a leading provider of education services in China including Hong Kong, and Lady Eleanor Holles School, one of England's oldest and most successful girls' schools.

Following the tradition of our sister school in the UK, LEHF is a place of opportunity, challenge and friendship; a place for students and staff to take risks and become bold; a place to discover passions and talents; a place that nurtures remarkable people. Our goal is that LEHF students become expert learners, unafraid to tackle new and challenging ideas, prepared to take risks, and able to learn from failure.

We encourage our students to:

- be exactly who they are, whatever their current interests or future aspirations.
- benefit from the warmth, respect, and support of the entire School community as they stretch themselves to become their best, most confident selves, as students, and as citizens of the world.



- have the freedom to experiment, express opinions, explore and take on new challenges.
- be supported by strong role models and inspired by their peers.
- find confidence and strength and, acquire and build the skills they need to succeed throughout their lives.

STAFF

We are seeking to recruit the finest teachers and staff, providing them with the resources to nurture outstanding students and exemplify the pioneering spirit and traditions of Lady Eleanor Holles School.

THE POST

I. Background

The Marketing Officer shall mainly be responsible for the operation of the School owned media platforms, prepare content for school owned and paid channels including copywriting and photos, reporting to the Director of Admissions, Marketing and Communications (AMC).

II. Job Responsibilities

Marketing & Communications (75%)

- Prepare regular content for all school digital marketing channels, both English and Chinese.
- Prepare school press releases in both English and Chinese.
- Maintain social media channels, including WeChat, Weibo, Tiktok, RED, Facebook, Instagram, LinkedIn, Zhihu, Youtube etc., prepare weekly blurs according to promotion plans and contribute to all platform's follower acquisition and engagement.
- Working with Creative Designer to maintain school's website, prepare regular and promotional content in both Chinese and English.
- Make sure school's profile on all channels and platforms is up-to-date.
- Work with Creative Designer to set-up digital advertisements (WeChat ad, Facebook ad, RED ad etc.) and track marketing effectiveness.
- Discover new digital channels and qualified KOLs for cooperation.
- Assist with video production and photo taking for regular publications and marketing content. Prepare script for a video shooting and assist to translate the subtitle for videos.
- Liaise with academic departments and support the teachers when they are requesting for photo taking support.
- Prepare weekly, monthly, annually report for all digital channels' / activities' result tracking.



LEH
INTERNATIONAL SCHOOL
FOSHAN

Job Description

Responsible person(s): **Director of Admissions, Marketing & Communications**
Last review: **Sep 2022**

Other (25%)

- Translation of content for regular online publications.
- Supporting other team members when required.

III. Qualifications, Knowledge, Skills and Abilities

Essential:

- Bachelor's degree and above, majored in marketing, business and languages preferred.
- Fluent in English (both written and spoken) and Chinese.
- Strong new media operation and copywriting skills.
- Good communication skills.

Preferred:

- Out-going, proactive and can work under multiple tasks and pressure.
- Experience in a multi-national company or an education environment.

Please send application with full CV in both English and Chinese to HR@leh-foshan.cn if you are interested to the job.