



Job Description

Position: Marketing Manager

Accountable to: Head of Admissions and Marketing

Your Professional Duties: To work as part of a busy and proactive Marketing, Publications and Events team for the production of the highest quality online and hardcopy adverts, publications and marketing materials for the School. This role requires the ability to manage a number of projects at the same time and plan your own work flow to meet deadlines. You would work closely with the Head of Admissions and Marketing, Senior Registrar, the Marketing Team and relevant teaching colleagues as well as external print and digital media suppliers. The Marketing Team consists of 2 Digital Content Creators, Marketing Administrative Assistant, Marketing Officer (Events), Marketing Officer (China, Alumni and Education Agents). To develop the ethos of the School whilst seeking to cultivate the holistic JIS Learner Profile which includes:

Communication

Leadership

Thinking

Integration

Engagement

Resilience

General Statement of Responsibilities

1. The Marketing Manager (MM) will report to the Head of Admissions and Marketing and will be supported by a Marketing Team. The MM will also work closely with the Senior Registrar. It is vital that there is a close relationship with the Admissions Team. The MM will create and execute the new marketing, content and digital strategy in line with the School Marketing Strategy. The MM will be responsible for the overall day-to-day management of digital and print marketing to a variety of stakeholders, including current, prospective parents and alumni.
2. The role of MM is high profile and the ideal candidate will have varied experience in marketing, particularly digital, SEO and SEM. Ideally, the MM will have a background in school or education marketing. The successful candidate will show a genuine interest in education. This role requires a true innovative thinker, with excellent management skills and able to work in a fast-paced environment. The MM must have the flexibility to work outside of traditional working hours, when required, to support the School.
3. During the working day the Marketing Manager must remain in the Admissions Office, except when engaged in work directly related to the post.
4. The Admissions Office will be open between 7.30am and 4.30pm, Monday to Thursday, 7.30am – 12 noon and 2pm – 3.30pm on Fridays. As is the nature of marketing there will be occasions



(when a publication deadline is close) when the Marketing Manager will need to work extended hours.

5. It is impossible to itemise every duty that will come the way of the Marketing Manager. The role requires outstanding time management skills, independence and commitment. It also necessitates a willingness to work as part of a team.
6. The Marketing Manager will be responsible for the day to day running of the Marketing Team, under the direction of the Head of Admissions and Marketing. The Marketing Manager will work in close liaison with the Senior Registrar also to realise the School Marketing strategy.

Duties and Responsibilities:

I. Marketing Team

- Support and develop the Marketing Team.
- Deputise for the Head of Admissions and Marketing in their absence.
- To manage all marketing and design resources for the department, ensuring deadlines, brief and budget are met.

II. Strategy and Planning

- Produce, develop and deliver the annual marketing and communication strategy and budget in conjunction with the Head of Admissions and Marketing.
- Develop a marketing information system (statistics, target market, competitor research etc) to enable strategic decision making for marketing purposes.
- Collate data on efficacy of marketing campaigns using social media and Google Analytics or Campaign analytics. Adjust campaigns accordingly.
- Monitor website traffic and adjust accordingly.
- Prepare and monitor the marketing budget on a monthly and annual basis and allocate funds wisely.
- Submit termly reports on activity and expenditure to Head of Admissions and Marketing.
- Undertake research to inform future marketing strategy.

III. Marketing Materials

- Oversee all marketing materials.
- Develop and maintain the annualised marketing calendar to ensure all events and initiatives are planned for in a timely manner.
- To meet regularly with other teams to develop new marketing solutions.
- To undertake a full review of the marketing and events programmes across the school, coming up with new ideas to develop and project manage.
- Using the marketing strategy, manage a plan of activities for all marketing channels including social media, website, print.
- To manage the day to day workload of the Marketing team.
- Manage and develop a central library of marketing assets and image repository.
- To work with agencies and graphic designer, digital content creators to book space and design adverts, ensuring all in budget and to deadline.
- To manage ongoing liaison with schools guides and publications for advertising and press opportunities.



- Measure and report on the performance of marketing campaigns, gain insight and assess against goals.
- Analyse consumer behaviour and adjust email and advertising campaigns accordingly To oversee the annual and termly publications, with the support of Marketing Officer.
- To oversee the development of weekly newsletters for the School.
- To take responsibility for advising on publications requested by other departments.

IV. Content

- Plan and execute the content strategy.
- Lead the implementation of any content scheduling tool to manage internal job requests.
- Evaluate metrics and report on performance for all areas of responsibility.

V. Digital Marketing

- Oversee digital marketing strategy (including email marketing, SEO for website and any future blog content).
- Develop and implement a Search Engine Optimisation programme, ensuring that the school consistently appears in the first page for key search terms.
- Lead and plan website update and any future redesign.
- With the support of the Marketing Team, manage web content and development.
- To plan social media campaigns across the school and oversee content.
- To work with the Senior Registrar for Admissions to create bespoke campaigns on social to fulfil recruitment needs.
- To manage the analysis of social media, preparing monthly reports.

VI. Photography & Film

- To lead the photography policy guidelines and application.
- To create a database of approved school photographers and videographers.
- Write all briefs, manage any external photographers to ensure all projects at the school are covered within budget and on brief.
- To manage the development of any short films.
- To oversee the annual School Photographs - individual, class and House administered by the Marketing Administrative Assistant.

VII. Education Agents

- To work closely with the PT Marketing Officer for marketing to Chinese speaking families. To produce and plan content for Education Agents targeting the Chinese speaking families.
- To work closely with the Marketing/Admissions Officer liaising with Education Agents to ensure they receive regular news from the school.
- Host Education Agent visits to the school in collaboration with Admissions Team.
- Where necessary, attend online or in person Education Conferences.



VIII. Admissions and Development

- Build and maintain a close relationship with the Senior Registrar and academic team to create clear and motivating messaging and communication for our prospective parents.
- Assist with open mornings/days to ensure that prospective pupils and their parents receive appropriate information and have a positive experience.
- Organise and update the School’s marketing materials such as prospectuses, newsletters and update emails to parents.
- Create and attend Open Events to promote the School, and Feeder School events as required.
- Build and maintain a close relationship with the Admissions Team to identify and create any marketing campaigns (eg alumni).

PERSON SPECIFICATION FOR THE ROLE OF OPERATIONS AND ADMINISTRATION STAFF (MARKETING MANAGER)

Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • A Marketing or business degree. • Social Media Marketing degree. 	<ul style="list-style-type: none"> • CIM or IDM qualification would be desirable
Knowledge and Experience	<ul style="list-style-type: none"> • Prior work experience in marketing / branding • Proven experience of development and implementation of new ideas and strategies • Highly computer literate with PowerPoint skills and the technical ability to use Adobe Creative Cloud, in particular In-Design software • Solid knowledge of website analytics tools (e.g., Google Analytics, Adobe Marketing Analytics, Meta Business Suite) • Excellent administrative and creative/illustrative skills • Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets • Good attention to detail • Excellent written and verbal communication skills 	<ul style="list-style-type: none"> • Previous work experience in education marketing • Up-to-date with the latest trends and best practices in online marketing and measurement • Competence in Chinese and Malay languages • Understanding of safeguarding and child protection policies and practices • Valid driving licence





	<ul style="list-style-type: none"> • A sound knowledge of marketing practices and principles. Strong project management skills 	
<p>Professional Skills</p>	<ul style="list-style-type: none"> • Proactive and hardworking – able to drive, lead, and implement the marketing and brand strategy for a large organisation • Strong analytical and strategic skills in branding and marketing • A thorough knowledge of digital marketing, and internal communication • Attention to detail, particularly copywriting and proofreading • A practical understanding of visual communications, social media, and the digital landscape, and how to incorporate these channels into the overall plan • Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate • Excellent communication and presentation skills, both verbal and written. Confident engaging with staff, suppliers and representing the School • Well organised and work within deadlines • Good interpersonal and communication skills • The ability to work collaboratively and under pressure • Form and maintain excellent effective relationships with all in school • Ability to work independently and a good team player 	<ul style="list-style-type: none"> • Experience of delivering presentations/ability to speak to groups





Personal Qualities	<ul style="list-style-type: none">• Ability to use initiative• Caring, positive, honest and open• Respect and awareness for confidentiality• Ambitious and willing to learn• Self-motivated and energetic• Dedicated and hard working	<ul style="list-style-type: none">• Ability to maintain a professional manner under pressure• Proactive in self-development and in pursuit of work to its completion
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