

Marketing Officer

Organization: American School Hong Kong, an Esol Education School

Industry: Education Management

Location: Hong Kong S.A.R

Reporting to: Marketing Manager

The Role Reporting to the 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

- 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.

Overview of ASHK

American School Hong Kong (ASHK) is a K - 12, non-profit, college preparatory school offering a holistic American education taught by qualified North American teachers who inspire, motivate and challenge students to achieve excellence.

ASHK is operated by Esol Education, a premium international education organization, with 40 years of expertise in establishing and operating international American schools worldwide. Currently, 11,000 students attend Esol's ten schools across three continents.

Similar to all other Esol schools, ASHK has gained accreditation from the Western Association of Schools and Colleges (WASC), The Middle States Association (MSA), and with the International Baccalaureate (IB).

At ASHK, our mantra is focused on high expectations of ourselves and high expectations for the students who enter our school community. The combination of a welcoming and safe environment, skilled and inspirational teachers, and supportive parents, makes for great learning and a rich, rewarding atmosphere. We are committed to building a learning community where care and respect for one another is of paramount importance. We are committed to providing a balanced and holistic program with equal emphasis on the intellectual, social, creative, and physical domains.

Curriculum

English is the language of instruction and communication at the school. The US Common Core, Next Generation Science Standards, and other American and best practice international standards provide the framework for learning from KG to grade 12. Teachers integrate a 'STEAM' program in the elementary division. The International Baccalaureate Diploma Program (IB DP) was launched in August, 2021.

Our Mission

To provide a challenging American and international education that empowers students to be independent critical thinkers and responsible global citizens who excel in their future studies and careers.

Our Vision

To be widely recognized as a welcoming global community where creativity and innovation equip students with the knowledge, skills, and attitudes necessary to achieve their fullest potential.