



TITLE : MARKETING MANAGER

REPORTING LINE : DIRECTOR, MARKETING AND ADMISSIONS

Job

To support the Marketing Director in raising the visibility of the College by carrying out an effective marketing and communication plan in order to:

- attract new students across the College's portfolio of programmes;
- publicise the strengths of the academic faculty and pastoral; and
- promote the profile of the College as a whole.

Key duties and responsibilities

Exhibitions and marketing events

- Gathering market intelligence and working with the Marketing Director to analyse results in relation to the College's marketing plans.
- Supporting the Marketing Director in planning, researching and coordinating student recruitment for the College and liaising with recruitment agencies and/or parents.
- Effectively market the College and its programmes to prospective families.
- Coordinating the College's presence at exhibitions.
- Representing and promoting the College at exhibitions and events and providing post event report.
- Ensuring prompt follow up by Admissions Department of enquiries/leads.

Marketing collateral and publicity material

- Preparing marketing collateral (brochures, posters, flyers etc) for the College's programmes, liaising with the relevant academic staff including the Headmaster, Second Master and Heads to update content as and when necessary; liaising with designers and printers for all production issues.
- Preparing Power Point presentations for presenters at recruitment events.
- Assisting in compiling media plans.

Advertising (printed media, outdoor and digital)

- Supporting the Marketing Director in booking and tracking advertising campaigns for the College.
- Providing creative input on advertising campaigns.
- Liaison with the advertising agency, designers and printers.
- Assisting proof reading, editing, copy and information collection.

and other duties as assigned.

Qualifications

Degree or equivalent



Experience/Knowledge

- Experience in a marketing role.
- Experienced user of Microsoft Office, Power Point and spreadsheet.
- Prior experience in international education. Candidates who have not previously worked in international education will be expected to demonstrate an understanding of, and empathy with, the character and mission of an international school.

Skills

- Excellent oral and written communication skills.
- Strong analytical, problem solving, time management and organisation skills.
- Willingness to work irregular hours and on weekends and public holidays, when required.

Attributes

- Flexible and open to change and enjoy working in a fast paced, intellectually stimulating environment.
- Ability to express views clearly and concisely both verbally and in writing.
- Good influencing skills.
- Professional attitude.
- Commitment to high quality, always think about how to improve customer's experience, respond to problems and complaints promptly.
- A good team player who has the ability to get on with tasks and achieve results. Volunteer to help even on work outside your role.
- Ability to take responsibility for tasks, prioritising and scheduling own work to ensure deadlines are met, have self confidence and deal with setbacks effectively.
- Committed to success; focus on getting the job done.