

JOB DESCRIPTION: Marketing Executive

PURPOSE:	To play a major role under the auspices of the Trustees and under the direction of the Principal
RESPONSIBLE TO:	Principal
WORKING TIME:	

Summary of Responsibilities

Job Purpose:

- To create and oversee a marketing plan that increases enquiries to the Admissions team.

MAIN DUTIES

This may include (but is not limited to):

- To create a strategic plan for the marketing of SMMIS
- To work closely with the Admissions team to actively promote the school and firmly place it on the International School map
- To increase the number of Admissions enquiries through a creative and proactive strategy of marketing
- To actively promote the school, through a variety of medium, to the International Jewish Community and the wider Singapore Community
- To be an advocate of the school in all settings
- To oversee the marketing process
- To manage the social media pages of SMMIS
- To schedule a minimum of 3 posts per week on IG and FB and 2 posts per month on LinkedIn
- Desirable – to advertise on FB and IG
- To write copy for editorials, advertorials, adverts, blogs, the website
- To manage relationships with media outlets
- To manage relationship with marketing agency
- To oversee website redesign
- To maintain and update WordPress website
- To manage GoogleMyBusiness
- Desirable – to understand Wikipedia and how to place SMMIS there
- Desirable – SEO experience
- Desirable – Google Ads experience
- Desirable – Video editing
- To assist with admissions events

General information :

- The duties above are neither exclusive nor exhaustive and the post holder may be required by the Principal to carry out appropriate duties within the context of the job, skills and grade.

Other Specific Duties:

- Any other duties as required by the Principal and the Vice Principal.

Person Specification: Marketing Executive

Person Specification

A. Qualifications and Experience

- Degree or equivalent in chosen subject
- Proficient in MS Office 365 (Teams, Excel and Word)
- Experience of Canva or other design package of your choice
- Experience of social media scheduling and analytical tools
- Experience of Google Analytics
- Understanding of the international education market

B. Knowledge, Understanding, Skills and Abilities

- Good verbal and written communication skills
- Ability to work independently using initiative
- Ability to work effectively as part of a team
- Excellent organisational skills
- Accuracy and attention to detail
- Ability to communicate with stakeholders clearly and accurately

C. Leadership/Personal Qualities

- A team player respected by others
- Ability to act quickly and sensitively under pressure, to keep calm in difficult situations, deal with stress and absorb pressure
- Ability to manage own workload appropriately, with the enthusiasm, stamina and passion to enthuse and motivate others with regard to all aspects of the education of the school.
- Open and constructive, accepting of feedback and always willing to learn
- Excellent interpersonal skills, a sense of humour and a willingness to make him/herself approachable to all members of the school and the wider community; a 'can do' positive approach