



Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.

|                     |   |                         |
|---------------------|---|-------------------------|
| Position Title      | Marketing Manager                           | Reference: January 2022 |
| Function/Department | Marketing & Admissions                      | Location: AIS           |
| Manager Title       | Director of Marketing & Admissions Director |                         |
| Position Type       | Permanent                                   |                         |
| Position Status     | Full-time                                   |                         |

## Position Objective

Working closely with the Director of Marketing and Admissions, the Marketing Manager contributes to the development of the School's marketing strategy to support the School's growth agenda. In line with this marketing strategy, he/she will subsequently develop and implement multi-channel tactical marketing campaigns, generating high quality admissions enquiries from multiple target segments.

Digital marketing and CRM aptitude is a key aspect of this role, and the Marketing Manager will be responsible for spearheading the digital strategy, analytics and digital/ CRM accounts of requirements of the team. This will involve working in close collaboration with key digital stakeholders and agencies. The Marketing Manager will possess strong digital channel marketing experience and have the ability to analyse activity, results and trends to provide insight and recommendations to the broader team.

This is a role with a high level of accountability and the key measures of success will be the number of new enquiries generated, footfall at Student Recruitment Events and the efficiency of the marketing spend (ROI).

Collaborating with the Admissions and Communications & Community Engagement Teams is key to the success of this role. The Marketing Manager acts as the AIS Brand custodian of the school's voice for the external prospective community, to ensure that content is aligned, refreshed and accurate. Importance will be placed on spotting opportunities to merchandise and leverage School success, which is culturally in tune with the Brand's vision and values.

The Marketing Manager will support in driving Customer retention with the Communications & Community Engagement Team in identifying opportunities and implementing effective customer retention programs, to ensure maximum pupil retention during key transition periods throughout the year.

## Responsibilities

### Strategic Marketing

- With the school's Director of Marketing and Admissions, develop a marketing strategy to support the school's growth, identify new markets from which to recruit pupils including on-island and off-island focused initiatives to drive enrolment.
- Contribute to the school's annual Marketing Plan and budget, which is aligned to the school's strategic and long-term development goals.
- Develop a comprehensive multi-channel prospective customer marketing programme that supports effective customer engagement, retention and parent advocacy.
- Regularly monitor competitor performance to support school development plan and marketing initiatives.
- Look for ways to strategically differentiate the AIS Brand in a competitive category, which is relevant and engaging to the key target segments from Infant Care through to Secondary.



## **Digital & CRM**

- Own the relationship with digital stakeholder and agencies, and is the go to resource for all digital marketing activities, including set up and management of accounts
- Work closely with the Director of Marketing and Admissions and external agencies to drive an integrated digital strategy across all channels, with an eye on ROI and understanding the customer journey to maximize results
- Refine and revise the digital marketing mix, in line with key objectives and budgets
- Champion the CRM marketing process and requirements in collaboration with the Admissions Team to meet enrolment needs and nurture a healthy pipeline of inquiries.

## **Tactical Marketing and Communications**

- Project manage the marketing and promotional activity for the school (including events, digital marketing, advertising, PR, sponsorship etc.) which focuses on prospective parents.
- Identify and execute relevant community-based initiatives in which the School can play a relevant part, to support awareness/ positive brand perception etc.
- Identify (school and non-school based) feeder relationships within the local community and establish close working partnerships to generate new enquiries.
- Manage the Marketing Executive in allocating the marketing spend and ensure activities are planned and executed within agreed budgets.
- Work closely with the Events Coordinator to organise and promote admissions events (Open Days, Playgroups, etc) and align the required organisation support in conjunction with the Educational Leadership Team and Admissions staff.
- Manage all website content and appearance and identify and champion opportunities for enhancement.
- Work closely with the School's Communications Team, maintain the content for the School's website (keep it up-to-date with recent news items).
- Develop communication channels including use of 'Social Media' to promote recruitment and retention.
- Develop and manage production of all external marketing collateral including prospectus and direct marketing activities.
- Working closely with the Communications Team, support the management of all PR based media relations relating to promotion of the school including proactive message placement through drafting of press releases and establishing positive relationships with representatives from local media channels to enhance the reputation of the school.

## **Other duties as assigned by the Director of Marketing and Admissions, or such persons as the School may designate.**

The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom s/he is responsible, or with who, s/he comes into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all time. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Child Protection Officer/Designated Safeguarding Lead or to the Head or indeed to the Regional CEO so that a referral can be made accordingly to the relevant third-party services.

## **Position Requirements**

- This role is required to be a motivated self- starter, with a level of maturity to drive tactical campaigns independently.
- A strong team leader to drive exceptional performance, specifically in new enquiry development and marketing.
- A consumer marketing professional who has a developed knowledge of the full marketing mix and multi-channel deployment, with special attention to be given to the digital landscape and deploying campaigns across all trending channels.
- Experience in designing and developing campaigns, optimising returns as well as leading and managing agency resources to generate outstanding work that achieves results.



- Impeccable time management skills, attention to detail, ability to self-manage and enthuse others.
- Is a patient and thoughtful mentor to junior staff with a collaborative style, inspiring best practice.
- This role requires a growth mindset and the ability to operate efficiently in a fast paced and performance oriented environment, this includes welcoming feedback and insights and the ability to embrace market opportunities and execute.

## Qualifications

- Degree level qualification in marketing, communications or related field.
- At least 5 to 7 years' experience in marketing (either client or agency side)
- Sound knowledge of working with segmented customer base to implement customer focused strategies.
- Analytical skills, able to interpret multiple data sets to identify trends.
- Commercially astute with a very good understanding of marketing and financial metrics, able to set budgets, assess P&L performance, evaluate ROI.
- A sound knowledge of the full marketing mix including strategy development and planning, campaign development, measurement and tracking, optimization.
- A comprehensive and up-to-date knowledge of on-line/ digital marketing including website management and online advertising.
- Excellent written and verbal communication skills with the ability to write high quality marketing copy.
- Good ICT skills (e.g. Word, Access, Excel, PowerPoint),
- Experience of using Content Management Systems and social media platforms.
- Experience of using customer databases / CRM platforms including Microsoft Dynamics for CRM and WordPress VIP for CMS.

## Contacts

- Director of Marketing and Admissions
- School Principals and Senior Educational Leadership Teams
- Communications & Community Engagement, Events and Admissions Teams
- School Operations
- External agencies

## Working Conditions

- Singapore-based role, no regular travel required
- After hours / weekend event management will be required

## Terms of Employment

- Working Hours: 8:00 am – 5:00 pm, Monday to Friday
- Annual Leave: 21 working days per annum
- Medical Benefits: Group medical insurance
- Sick Leave/Hospitalisation Leave: 60 days hospitalisation leave including 14 days sick leave
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background check: Required