



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 Executive	Reference: July 2019
Function/Department	Marketing and Communications	Location: AIS
Manager Title	Marketing Manager	
Position Type	Permanent	
Position Status	Full Time	

Position Objective

- The Marketing Executive reports to the Marketing Manager and is responsible for contributing to design and content development of the school's marketing strategy and for assisting with the development and execution of marketing activities to support the school's growth agenda
- He/she will support the development and implementation multi-channel tactical marketing campaigns that generate admissions inquiries from multiple target segments
- Channels include digital and social media, print, PR, events and sponsorship, which require generating creative, tactical, and brand messaging in line with the calendar of events, seasonal trends, and ad hoc shortfall drivers
- The key measures of success will be the number of leads generated, footfall at marketing events and the efficiency of the marketing spend (ROI)

Responsibilities

Strategic Marketing

- Support the work of the Marketing Manager in the marketing and external promotion of the School
- Assist with the execution of the marketing plan and co-ordinate events within, which are aligned to the school's strategic and long term development goals
- Liaise with media partners to provide copy and relevant content for advertising and to maximize editorial opportunities

Tactical Marketing

- Assist with the creation and revision of copy for the production of all external marketing collateral including prospectus and direct marketing activities, both print and digital
- Work closely with the school's Communications Department and agency partners to generate organic content for digital and social media activation and optimisation
- Support the management, organization and promotion of admissions events (both internal and external) and align the required organizational support in conjunction with Admissions Department and relevant academic staff
- Assist in management of school sponsored events and partnership/promotional opportunities including managing stakeholder involvement
- Maintain the school website and Content Management System, including development and monitoring of all content to ensure that it remains current as well as opportunities for enhancement, under the direction of the Marketing Manager. This should incorporate best practice for SEO
- Develop and manage both scheduled and ad hoc EDMs for lead nurturing utilising the in-house CRM system

Administration



- Assist with budget control of the annual marketing spend by accurate processing of invoices against the set budget and updating the master grid in a timely manner
- Support the production of monthly reports on the effectiveness of marketing activities with a particular focus on digital and social media
- Maintain marketing collateral archive, liaising with vendors as required

Other duties as determined in consultation with the Director of Marketing and Communications, 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

- Strong collaboration skills, including experience working with multiple stakeholders
- Experience in supporting events for both brand awareness and lead generation
- Well-developed communication and copywriting skills across multiple channels, with a strong understanding of writing for multiple platforms including web, as well as SEO
- Impeccable time management, attention to detail, ability to self-manage and support others

Qualifications

- Degree level qualification in marketing or related field
- 1-3 years relevant work experience
- Experience engaging a wide range of stakeholders
- Copywriting/editing experience, ideally with experience of writing for a variety of audiences/platforms/purposes
- **Desirable:** Digital marketing including advertising, social media and content development
- **Desirable:** Experience utilising systems that support marketing functions such as CRM and CMS platforms

Contacts

- Director of Marketing and Communications
- Marketing Manager
- Senior Communications Manager
- Events Coordinator
- External agencies
- Marketing colleagues in other Cognita schools
- Teachers, parents and students

Working Conditions

- Office location within a school environment at Lorong Chuan
- Working collaboratively within a diverse team
- Country role, no regular travel required



- After hours / weekend event management will be required
- Occasional out of hours and/or weekend work will be required from time to time

Terms of Employment

- Working Hours: 8:30 am – 5:30 pm, Monday to Friday
- Annual Leave: 21 working days per annum
- Medical Benefits: Group medical insurance
- Sick Leave/Hospitalisation Leave: 14 days sick leave and 60 days hospitalisation leave
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background Check: Required