

EMPLOYMENT OPPORTUNITY: NIS, OUR INTERNATIONAL SCHOOL IN JAKARTA

JOB TITLE	Marketing Manager
JOB PURPOSE	<p>To support the Principal to devise and implement successful marketing action plans, and to manage the Marketing Office to that end.</p> <p>You will help to enhance and build our reputation both locally and globally. You will work across our school community to embed a sense of community, pride and belonging.</p>
REPORTING TO	School Principal
DIRECT REPORTS	Multi-media Specialist
OTHER KEY RELATIONSHIPS	<ul style="list-style-type: none"> ▪ School SLT, teachers, and school staff, parents and students ▪ Admissions staff in school ▪ Regional Director of Admissions and Marketing, South East Asia ▪ The Central Marketing Team in Hong Kong ▪ HR Directors/Managers and Relocation Agents ▪ Press and media contacts ▪ Feeder and competitor schools ▪ Business Chambers, Consulates and Embassies ▪ Parent Teacher Groups
PACKAGE	Competitive

KEY RESULT AREA	MEASURES OF PERFORMANCE
<p>Planning, Budgeting & Compliance</p> <ul style="list-style-type: none"> ▪ Collate school and market data to inform marketing strategies and tactics; have a thorough understanding of the competitive market; and share data and its interpretation with the Principal, Regional Office, and Central Support. ▪ Manage the timely development of a costed annual marketing plan and internal communication plan ▪ Propose and then manage the annual marketing/communications budget and monitor return on investment of activities undertaken by the Marketing Office ▪ Ensure that the Marketing Office complies with school and NAE policy on marketing, communications and data protection. <p>Marketing Communications</p> <ul style="list-style-type: none"> • Manage the creation of print and digital content for owned, shared, earned and paid media • Develop and deliver specific marketing campaigns as identified in the annual marketing plan • Provide effective marketing communications support for the Admissions Team, in terms of building their recruitment toolkit • Provide effective communications support to the wider school community • Manage and monitor the school’s digital footprint across both owned and social media • Ensure that clean, accurate and an up-to-date electronic direct mail database is maintained and employed as required • Coordinate and manage marketing activities such as exhibitions and fairs, open days, parent workshops and other events designed to showcase the school and drive enquiries and advocacy. <p>Public & Media Relations</p> <ul style="list-style-type: none"> • Establish good working relationships with the media to generate interest in the school brand and secure platforms for the school’s stories. • Liaise with and attend networking functions with local stakeholders including relevant groups and associations, relocation companies, in order to build positive awareness of the school. • Maintain a positive rapport with the Parent Teacher Group and provide support as necessary. • Support the Principal’s communications requirements in terms of crisis management <p>Brand Management</p> <ul style="list-style-type: none"> ▪ Ensure that the school’s core messages are integrated consistently across all touch-points, that its brand is strong, evidence-based and compelling, and that its visual identity is conveyed in an attractive and consistent fashion. 	<ul style="list-style-type: none"> ▪ Relevant KPI data e.g. number of student enquiries and conversion rate of those enquiries ▪ Levels of student/parent engagement ▪ Brand recognition identified via Parent Survey and other sources ▪ Digital metrics ▪ Return on marketing budget investment

<ul style="list-style-type: none"> ▪ Help make the Nord Anglia Education brand famous in the local market, through the excellent execution of global campaigns <p>Staff Management</p> <ul style="list-style-type: none"> ▪ Provide the Marketing Team with supportive and focused line management to enable them to reach their individual, team and school goals; ensure the work of the team is carried out professionally, effectively and to high standards 	
<p>Personal Development</p> <ul style="list-style-type: none"> ▪ Continual development through the identification and implementation of your own Personal Development Plan 	<ul style="list-style-type: none"> ▪ Positive performance appraisal
<p>Other</p> <p>We are ambitious for our students, our people and our family of schools.</p> <p>We believe that:</p> <ul style="list-style-type: none"> ▪ There is no limit to what every person can achieve ▪ Creativity and challenge help us get better every day ▪ Learning should be personalised ▪ Unique global opportunities enhance the learning experience <p>Promote and adhere to the Company Vision and Values:</p> <ul style="list-style-type: none"> ▪ Opportunity - For us, opportunities need to be meaningful, about achieving potential and making progress. ▪ Impact - For us, impact is about making a difference. It needs to be immediate, positive and lasting. ▪ Leadership - For us, leadership is about considering the team's needs as well as your own, setting inspiring examples, being supportive and showing real accountability and responsibility. ▪ Respect - For us, respect is about listening, being inclusive, showing tolerance and getting the little things right ▪ All staff are required to manage effective personal development as part of the Company's commitment to invest in staff as the key resource in the organisation 	<ul style="list-style-type: none"> ▪ Role-model the 'Be Ambitious' philosophy each day ▪ Valued member of the team and the wider organisation

<ul style="list-style-type: none"> ▪ Each individual must ensure that they meet their statutory responsibilities and Company policies with regard to Health and Safety, Equal Opportunities and other relevant legislation ▪ Any other appropriate duties as allocated by the school Principal 	
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PERSON SPECIFICATION	
Qualifications/Training	
<ul style="list-style-type: none"> ▪ Bachelor's Degree (preferably in Marketing) 	Essential
Experience / Knowledge	
<ul style="list-style-type: none"> ▪ Minimum 3 years' experience in an internationally-focused marketing office 	Essential
<ul style="list-style-type: none"> ▪ A high level of international and inter-cultural understanding 	Essential
<ul style="list-style-type: none"> ▪ A strong understanding of technology and its role in modern communication and marketing methods 	Essential
<ul style="list-style-type: none"> ▪ An absolute hunger to be better than our competitors 	Essential
<ul style="list-style-type: none"> ▪ An understanding of global student recruitment 	Desirable
<ul style="list-style-type: none"> ▪ A understanding of contemporary international education 	Desirable
Personal Attributes	
<ul style="list-style-type: none"> ▪ Excellent written and oral communicator, fluent in both English and Indonesia Bahasa 	Essential
<ul style="list-style-type: none"> ▪ Commercially aware and results driven with good business acumen 	Essential
<ul style="list-style-type: none"> ▪ Self-motivated and able to prompt others to achieve deadlines and targets, calm under pressure 	Essential
<ul style="list-style-type: none"> ▪ An ability to empathise and get-on with colleagues 	Essential
<ul style="list-style-type: none"> ▪ High level of integrity 	Essential
<ul style="list-style-type: none"> ▪ Excellent time management and organisational skills 	Essential
<ul style="list-style-type: none"> ▪ Excellent attention to detail 	Essential
<ul style="list-style-type: none"> ▪ Affinity with and interest in education 	Essential
<ul style="list-style-type: none"> ▪ A willingness to innovate and try new ideas 	Essential

To apply for the post, please submit your curriculum vitae and covering letter, outlining your suitability and experience for the post, to the HR Manager at NIS: Ibu Magda Aruan | magda.aruan@nis.or.id | 021 782 3930