

LOCATION	NIS Jakarta
JOB TITLE	Marketing & Communications Officer
JOB PURPOSE	To support the Marketing Manager to implement successful marketing and communications action plans and thereby contribute to raising awareness of the school's brand, driving online and offline enquiries, supporting admissions colleagues to recruit new students, and developing a strong sense of loyalty in the school amongst parents, students and staff.
REPORTING TO	Marketing Manager
DIRECT REPORTS	None
OTHER KEY RELATIONSHIPS	<ul style="list-style-type: none"> ▪ School Principal, teachers and other school staff, parents and students ▪ Admissions staff in school ▪ The Central Marketing Team in Hong Kong ▪ Community partners ▪ 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>Responsibilities will include the following:</p> <p>Digital marketing</p> <ul style="list-style-type: none"> ▪ Website maintenance: creating and updating pages, maintaining digital media library ▪ Social media: posting content, tracking and reporting on social engagement <p>Content creation</p> <ul style="list-style-type: none"> ▪ Photography and videography for the school <p>Communications & PR</p> <ul style="list-style-type: none"> ▪ Creation of internal advertising using branded templates ▪ Support the delivery of outstanding communications to parents ▪ Maintaining up to date lists of media contacts and other key stakeholders <p>Supplier/vendor management</p> <ul style="list-style-type: none"> ▪ Managing vendors to ensure that production standards and schedules are met ▪ Ensuring that deadlines are met for all advertising and media opportunities <p>Events</p> <ul style="list-style-type: none"> ▪ Support the planning and delivery of high calibre internal and external school events <p>Other</p> <ul style="list-style-type: none"> ▪ Other relevant duties as required by the Marketing Manager 	<ul style="list-style-type: none"> ▪ Meeting production deadlines ▪ Performance feedback from the Marketing Manager and Principal

<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 ▪ 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 ▪ Nord Anglia Education is committed to the safety and well-being of children and young people, and all employees are expected to share and demonstrate this commitment ▪ Any other appropriate duties as allocated by the school Principal 	<ul style="list-style-type: none"> ▪ Role-model the 'Be Ambitious' philosophy each day ▪ Valued member of the team and the wider organisation

PERSON SPECIFICATION

Qualifications/Training

- | | |
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| ▪ Educated to degree level | Desirable |
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Experience / Knowledge

- | | |
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| ▪ Experience of using digital and social media in a professional context | Essential |
| ▪ Proficiency in elementary graphic design and typesetting | Essential |
| ▪ Proficiency in digital photography and/or videography and editing techniques | Essential |
| ▪ Proficient user of Microsoft Office | Essential |
| ▪ Experience of vendor management | Desirable |

Personal Attributes

- | | |
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| ▪ Excellent time management and organisational skills | Essential |
| ▪ Self-motivated, results-driven and calm under pressure | Essential |
| ▪ A friendly, cooperative personality able to function effectively as part of a team | Essential |
| ▪ Excellent communication skills in both English and Bahasa | Essential |
| ▪ High level of integrity | Essential |
| ▪ Excellent attention to detail | Essential |
| ▪ Affinity with and interest in education | Essential |
| ▪ An absolute hunger to be better than our competitors | Essential |