

LOCATION	British School of Beijing, Sanlitun	
JOB TITLE	Marketing & Communications Executive	
JOB PURPOSE	To engage all internal and external stakeholders, working closely with school and regional teams to develop and deliver the right brand messages and content to bring to life the unique identity of the school - implementing consistently across all Parent Experience Journey touchpoints.	
REPORTING TO	Director of Admissions and Marketing	
DIRECT REPORTS	None	
OTHER KEY RELATIONSHIPS	Internal <ul style="list-style-type: none"> • School Principal, SLT, Academic Faculty, MAC Team • The Regional Office • Central Marketing Team in HK • Other global MAC team members 	External <ul style="list-style-type: none"> • Marketing agencies • Press and media contacts • Marketing services suppliers • Parent Faculty / Teacher Association • Videographer • Photographer • Alumni • Article Contributors
PACKAGE	Competitive	
KEY RESULT AREA	MEASURES OF PERFORMANCE	
<p>Develop and execute a year-round content strategy with an ongoing pipeline of content that can be used to inspire, engage and inform all relevant internal and external stakeholders including parents, students, staff and alumni.</p> <ul style="list-style-type: none"> ▪ Work with the School DAM to develop and sign off a content plan for the school, using the global content plan as much as possible and amplifying through the use of local stories. ▪ Develop content to distribute through all appropriate channels, such as website, social media, email and print and engage the academic team to support with as much content as possible. ▪ Ensure that current parents are kept up to date with school news & information through regular e-newsletters, print communications and parent portal applications. 	<ul style="list-style-type: none"> ▪ Feedback from DAM and academic team ▪ Annual table-top review to check brand consistency ▪ Frequency of posts on target ▪ Engagement rates 	
<p>Support the Regional and Central Digital Marketing team to optimize the development of the school website, managing all local content.</p> <ul style="list-style-type: none"> ▪ Manage the school website via the CMS ensuring best use of functionality and design. ▪ Manage and maintain school website news & blogs, executing the content strategy to optimise engagement with target readership and ensure that new content is published in a timely fashion. ▪ Work with the regional and central teams to optimize website for search 	<ul style="list-style-type: none"> ▪ Online conversion rate improvement ▪ Engagement metrics ▪ Annual desk-top review to check quality and brand consistency 	

<p>and implement recommendations for improvement.</p> <ul style="list-style-type: none"> ▪ Lead the Digital Health Check with the regional and central MAC team. ▪ Write the copy and provide any visual imagery requested by the regional and central MAC team for paid campaigns. 	
<p>Build the school online community through social media, driving both followers and engagement (shares and comments).</p> <ul style="list-style-type: none"> ▪ With the school DAM, develop an appropriate engagement strategy for each social media channel (frequency and type of posts, use of paid versus unpaid activity etc.). ▪ Draw down the social media channel strategy from global and ensure that each school social media channel is used appropriately for the target audience, delivering against key metrics. ▪ Spend quality time each day / week around the school, capturing formal events and the day to day life within the school. Aim to get content out on social media during the same day the images were taken. ▪ Ensure that the school’s visual identity, brand character and tonality is brought to life across all social media. ▪ Manage the school’s social media aggregator, such as Stackla. 	<ul style="list-style-type: none"> ▪ Frequency of posts on target ▪ Likes, followers, share and comments showing continuous positive trend and meeting social media benchmarks and regional averages
<p>Implement NAE brand and campaign materials in the school.</p> <ul style="list-style-type: none"> ▪ Through your own design expertise and working with regional and agencies design support – use the brand style guide to ensure consistency and quality of execution across all internal and external facing materials e.g. visual merchandising (décor / furnishings in school), print collateral, advertising materials, website & social content ▪ Provide brand templates for school colleagues to develop internal posters, flyers or other appropriate collateral to raise awareness of internal activities. ▪ Implement all marketing campaigns across the school, including MIT, Juilliard, UNICEF and Global Campus. ▪ Ensure that the USP and school brand are consistently presented. 	<ul style="list-style-type: none"> ▪ Feedback from regional and central teams ▪ Parent and staff feedback ▪ Annual table-top review to check quality
<p>Develop the photography and videography repository for the school, ensuring the highest standards are adhered to in-line with global guidelines and school aesthetic quality.</p> <ul style="list-style-type: none"> ▪ Leverage the global photo / video bank where appropriate in school communications. ▪ Develop the school photo / video bank, based on global guidelines, high aesthetic quality, brand fit and appropriate parental usage rights. ▪ Refresh the school photo / video bank regularly and annually through the use of a Nord Anglia approved photographer or videographer. ▪ Develop own photography, videography and editing skills, drawing on 	<ul style="list-style-type: none"> ▪ Feedback from regional and central teams ▪ Parent and staff feedback ▪ Annual table-top review to check quality

<p>regional and global expertise.</p>	
<p>Support the school DAM with other aspects of marketing, admissions and communications</p> <ul style="list-style-type: none"> ▪ Help to develop and build media relationships so the school is top of mind and first choice when journalists are looking for contributors. ▪ Leverage paid advertising and advertorials to gain editorial coverage aligned to school brand messages. ▪ Support with the development of the annual marketing plan. ▪ Perform regular competitive audits and provide business intelligence to the school MAC and SLT team and regional / central colleagues. ▪ Support the DAM to develop a culture where the school engages as one and works to ensure admissions is a whole school responsibility. ▪ Contribute to the sharing of best practice in marketing across the MAC school team, region and group. 	<ul style="list-style-type: none"> ▪ Enquiry, visits and application growth
<p>Take a proactive approach to personal development planning using company toolkits and procedures as appropriate.</p> <ul style="list-style-type: none"> ▪ Take ownership for personal development and works with DAM to develop and implement a focused and straightforward Personal Development Plan. ▪ Take ownership for requesting feedback from others in a timely fashion. ▪ Provide both constructive and appreciative feedback both unprompted and when asked. 	<ul style="list-style-type: none"> ▪ Positive performance appraisal
<p>Philosophy and values:</p> <p>We are ambitious for our students, our people and our family of schools. 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 	<ul style="list-style-type: none"> ▪ Role-model the ‘Be Ambitious’ philosophy each day ▪ Feedback as a valued member of the team and the wider organisation ▪

<p>showing real accountability and responsibility.</p> <ul style="list-style-type: none"> ▪ Respect - For us, respect is about listening, being inclusive, showing tolerance and getting the little things right <p>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 and undertake any other appropriate duties as allocated by the Principal.</p>	
<p>OTHER</p> <ul style="list-style-type: none"> ▪ Promote and embodies <i>The CORE 7 Leadership Capabilities</i>: <ol style="list-style-type: none"> 1. Accountable – Establishes a high performing culture and accepts accountability for organisational performance. 2. Strategic – Leads opportunity and is committed to continuous improvement aligned with the organisational vision and direction 3. Collaborative – Works collaboratively with others to achieve organisational outcomes 4. Entrepreneurial – Creates organisational value for diverse stakeholders and achieves commercial success 5. Enabling – Drives excellence through valuing and developing others 6. Agile – Achieves personal and organisational success within a changing, dynamic and complex environment 7. Resilient – Demonstrates personal resilience within a demanding environment of high expectations. ▪ A commitment to safeguarding and promoting the welfare of all pupils. ▪ Willingness to undertake appropriate child protection training when required. 	<ul style="list-style-type: none"> ▪ Valued member of the team and organisation

PERSON SPECIFICATIONS

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Qualifications / Training	
Bachelor's Degree	Desirable
Experience / Knowledge/ Skills	
Minimum 2 years working in a marketing team/environment (agency or client side)	Essential
Good cross-cultural, interpersonal & communication skills to interact with diverse nationalities and cultures	Essential
Basic design and production experience, with experience using the Adobe Suite (InDesign, Photoshop, Illustrator etc.)	Essential
Proven teamwork and negotiation skills	Essential
Experience of having worked within a service delivery sector, education sector experience a bonus	Desirable
Experience of writing across a diverse range of on- and off-line media and an understanding of how to optimize content for each	Essential
Experience of contributing to and managing all social media platforms	Essential
Knowledge of communication programmes such as Mailchimp	Essential
Experience of brand equity development	Desirable
Experience of campaign development including creative materials	Essential
Good analytical skills and evaluation of ROI, KPIs	Desirable
Outstanding written and verbal communication skills in [insert language]	Essential
Good copywriting skills with excellent written [insert language]	Essential
Experience in monitoring competitor market activity	Desirable
Excellent time management skills and flexibility in dealing with multi-functional tasks	Essential
Strong aesthetic eye in evaluating collateral – both in terms of design and in terms of driving effective behavior change	Essential
Personal Attributes	
Creative and technical thinking ability	Essential
Self-motivated, flexible and adaptable to different tasks at hand	Essential
Proactive and able to prompt others to ensure deadlines and targets are achieved, calm working under pressure	Essential
Uses evidence to support arguments or positions taken	Essential
High level of integrity	Essential
Excellent time management and organizational skills	Essential
Proficient communicator both oral and written	Essential
Excellent attention to detail	Essential
Affinity with and interest in education	Essential