

## POSITION DESCRIPTION

Job Title: Marketing & Communications Manager  
Reporting to: Principal  
No. of direct reports: 2



## JOB PURPOSE

The **Marketing & Communications (MARCOM) Manager** is responsible for planning, developing and executing of various marketing and communications programmes to promote and strengthen the school's standing in the Klang Valley as well as in the region and overseas.

## KEY RESULTS AREAS/ RESPONSIBILITIES

- Lead and oversee the development of marketing plan and tactical strategies to generate awareness and leads for the school
- Ensure consistent implementation of brand guidelines in all collaterals and across different stakeholders in and outside the school
- Implementation of marcom activities and liase with agencies and vendors (creative and media agencies, printers, photographers, videographers, etc)
- Plan and manage the marcom budget
- Monitor the success of marcom activities including review of outcomes and producing reports
- Manage content and editing across all internal and external communications including advertising, press release, digital content, etc.
- Establish and build on-going partnerships with internal and external stakeholders including parents, teachers, media, corporates, associations, agents, etc.
- Manage digital marketing including the website, Google Analytics, Search Engine Optimisation, Search Engine Marketing, social media engagement and advertising campaigns
- Manage the internal school communications (newsletters, emails, updates, etc.)
- Develop, manage touchpoints around the school including LCD Screens, displays, etc.
- Manage marketing and PR events such as Open Days, exhibitions, launch events, talks, conferences, etc.
- Work with Admissions department during recruitment events and other matters
- Manage the alumni database and engagement with alumni
- Manage the recruitment of education agents to assist in enrolments
- Conduct market and competitor research when necessary

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## JOB SPECIFICATIONS

### MINIMUM ACADEMIC/PROFESSIONAL QUALIFICATION

Degree in Marketing / Business or related discipline

### RELATED EXPERIENCE

At least 5-6 years of professional corporate communications/marketing related work experience preferably

### COMPETENCIES (KNOWLEDGE, SKILLS & ABILITIES)

- Knowledge of and skills in using computer software e.g. Microsoft software applications
- Knowledge of customer service principles, techniques and standards
- Ability to work with minimal supervision
- Strong interpersonal and communication skills with ability to communicate comfortably with students and parents in a courteous and professional manner
- Strong writing skills
- Experience in managing internet and intranet contents
- Possess good planning, organising, coordinating, presentation and time management skills
- Creative, resourceful, customer focused, self motivated and results oriented
- Spoken and written English are used for all School communications and as such high standards of English communication skills in reading, writing, speaking and listening are required to be successful in this position

### COMPETENCIES (BEHAVIOURAL)

- Has a strong sense of responsibility
- Ability to work in and lead teams
- Ability to think strategically and handle multiple tasks independently
- Courteous, calm and focussed
- People oriented with warm and cheerful personality
- Professional appearance and good working attitude
- Pro-active, mature and emotionally stable
- Willing to work beyond normal working hours

### OTHERS

- Possess own transport