



JOB DESCRIPTION

Digital Marketing Manager

Britannica International School, Shanghai

Employer:	Britannica International School, Shanghai
Employee's position:	Digital Marketing Manager
Reporting to:	Marketing and Admissions Director
Responsible for:	Digital Marketing plans, campaign activities and reporting
Working base:	Britannica International School, Shanghai

SCOPE AND PURPOSE OF JOB

To promote the school's offering and increase brand positioning via digital marketing and social media activities. Leveraging new and existing audience to drive leads for new enquiries and deliver ongoing engagement with existing parents, teachers, and external partners.

KEY TASKS AND RESPONSIBILITIES

The following professional duties which the employee will be required to perform:

MARKETING

- Work with the Marketing and Admissions Director and Group Digital Marketing Manager to plan and execute the marketing plan for all digital and social media marketing activities on time and within budget.
- Manage the school's website, ensuring school information is kept up to date, presenting new and relevant content and recommendations for continuous web development.
- Review and enhance all digital marketing channels to ensure that all advertisements and referrals (3rd party) are on brand and customer focused to deliver good quality leads.

- Intermediate level at using Google Analytics, Google Ads, Google Search Console, Bing Analytics, WeChat Analytics and other platforms in China to ensure optimised SEO rankings for increasing quality leads via paid advertising networks.
- Identify new areas for innovation that will drive effective leads to the website thereby accelerating growth for the school.
- Utilise social media channels and WeChat to ensure that they have a clear purpose (parental engagement and new lead generation) and can be tracked and monitored.
- Produce and deliver the school's newsletter by writing and collating content stories ensuring that it is presented in the best format for ease of reading by the parents and is delivered on time. (Performance reporting)
- Collaborate with the Events and Partnership Manager to ensure events and fairs are effectively promoted via relevant digital channels.
- Work closely with the Events and Partnership Manager to provide a seamless experience in terms of the design of all marketing collateral.
- Set up and manage the school's marketing image library, ensuring image use for marketing purposes adheres to school policies.
- To ensure that the school appears in key digital education directories and that entries are kept up to-date.
- Deliver insightful reports to illustrate marketing performance and highlight relevant outcomes and trends to the Marketing and Admissions Director.

OTHER RESPONSIBILITIES

- To manage effective personal and professional development as part of the school's commitment to CPD.
- To fulfill tasks that may be required from time to time by the Marketing and Admissions Director or delegated representative.
- To be flexible and willing to work outside core working hours to fulfill the requirements of the role – example; attending events and education fairs.
- To ensure that statutory responsibilities and company policies are upheld regarding Health and Safety, Equal Opportunities, Data Protection and other relevant statutes, policies, and procedures.
- To promote and adhere to the school's vision and mission and its guiding statements.
- To perform other related duties as required.

SKILLS and ATTRIBUTES

- Over 3 years' experience in a Digital Marketing role.
- Experience working at a senior level (managing agencies, presenting to stakeholders within the business, developing strategy etc.)
- Experience in Website management. SEO, PPC, Display, Paid Social channels, Baidu Search and H5 Pages, WeChat, Google Tag Manager, and Dynamics CRM. (Desirable but not essential)
- Entrepreneurial approach to work – self-motivated, collaborative, highly organised, innovative, and focused.

- Excellent communication skills across all levels of the business.
- Analytically minded with strong problem-solving skills and a creative flair.
- Able to work in a dynamic school environment with an emphasis on embracing new and exciting technology.
- Languages: Fluent in both English and Mandarin.

OTHER CONDITIONS

- All school staff must hold a current Enhanced Criminal Records Bureau Disclosure or equivalent for countries outside of the UK, obtained by the Britannica International School, Shanghai;

Please note: The above job description and person specification is only a guide to the duties, professional responsibilities and core competencies pertaining to this job. This job description will be periodically reviewed and will form the basis of annual performance appraisals