



Marketing Officer (Digital Marketing)

Job Summary

The Marketing Officer (Digital Marketing) is responsible for developing and delivering a comprehensive marketing strategy that enhances the school's brand presence both online and offline. This role involves managing digital campaigns, overseeing promotional materials, coordinating events, and ensuring consistent branding across all marketing channels. The Marketing Officer will work closely with various departments to support admissions, strengthen community engagement, and promote the school's mission.

Duties and Responsibilities

Digital Marketing & Social Media

- Develops and executes digital marketing strategies to enhance online visibility and engagement.
- Manages and maintains the school's social media presence across platforms such as Facebook, Instagram, Twitter, YouTube, and LinkedIn.
- Creates and curates engaging content, including written, graphic, and video materials, ensuring brand consistency.
- Monitors online conversations, engages with the community, and responds to inquiries professionally.
- Tracks digital marketing performance using analytics tools and provides insights for continuous improvement.
- Oversees the editorial calendar (Loomly) and ensures the timely publication of content.

Traditional Marketing & Public Relations

- Creates and manages marketing materials such as brochures, newsletters, press releases, and advertisements.
- Coordinates with external agencies, printers, and media outlets to develop and distribute promotional content.
- Monitors market trends and competitor activities to identify opportunities for brand positioning.
- Develops and maintains relationships with media contacts and stakeholders to enhance public relations efforts.

Event Management & Brand Promotion

- Organises and supports key school events, including Open Days, Graduation, Agent Forums, and networking events.
- Assists in the planning and promotion of virtual events such as online Open Days.
- Works closely with the Director of Admissions and Marketing to ensure events align with the school's strategic goals.
- Collaborates with the school photographer/videographer to produce high-quality promotional materials.

General Marketing & Administration

- Ensures all marketing initiatives align with the school's mission, vision, and branding guidelines.
- Manages the school's marketing budget and evaluates the effectiveness of campaigns.
- Maintains digital asset libraries, including images and videos, for marketing use.
- Keeps up to date with industry trends and best practices to enhance marketing effectiveness.
- Performs other marketing-related duties as required.

Knowledge, Skills, and Abilities Required

- Strong understanding of both digital and traditional marketing strategies.
- Excellent creative writing, editorial, and storytelling skills.
- Proficiency in marketing tools such as Google Drive (Sheets, Docs, Slides), Canva, and Loomly.
- Data analysis skills to track and optimise marketing performance.
- Strong project management and organisational skills, with the ability to multitask.
- Excellent interpersonal and communication skills to engage with diverse stakeholders.
- Experience in event planning, public relations, and brand management.
- Ability to work independently and collaboratively as part of a team.