

MARKETING MANAGER JOB DESCRIPTION

Job Title:	Marketing Manager
Line Manager:	Chinese Principal

Purpose of Job

- Lead marketing and PR communications strategy to ensure forefront positioning of the school in the marketing and to reach student targets
- Build partnerships with relevant entities to expand target audience scope and enhance reach
- Comprehensive understanding of market trend, customer insights and government initiatives on education; apply insights to strategy with swift response to changes
- Brand guardian for the school with in-depth knowledge of the brand and its application; being able to apply brand elements appropriately and accurately, ensuring high standard marketing output that best represent our brand
- Report to School Heads and lead internal team for excellent execution and implementation of marketing initiatives.
- Collect feedback from targeted customers and consistently improve strategy to match different customers' needs.

Duties and Responsibilities

1. Marketing and Branding Strategy

- Establish positioning, identify target audiences, and develop marketing strategy and plans to raise brand awareness and reach student targets;
- Lead all marketing initiatives including events, online / offline marketing, advertising, PR and partnership development with third-party, aiming to maximise reach to targeted audience; create annual communications plan with clear timeline for online / offline exposures to ensure strategic external communications;
- Analyse customer insights, consumer trends, market analysis and marketing best practices to build successful strategy and implementation;
- Create, maintain and conduct analytics reporting across multiple platforms and extract key insights for future campaigns development and go-to-market strategies, complete with formal proposals and recommendations on tactics;
- Brand guardian for the school being comprehensive in understanding brand identity and brand application, able to guide anyone in the school with the adequate and accurate application of our brand. Ensure all marketing initiatives are delivered with the highest standard that best represent a Harrow-branded school;

2. Media relations

- Develop influential long-term relationships with media for positive coverage of the school and the brand as a whole
- Handle and advise media requests and develop appropriate responses towards media enquiries; able to handle crisis appropriately (if any) with aligned messages as agreed with School Heads.

3. Annual planning and budget allocation

- Provide year-round planning on all marketing initiatives with careful use of budget that shows high ROI
- Improve plan periodically with approval from School Heads and advice from Head Office.

Requirements

N/A

Education is an ever-changing service and all staff are expected to participate constructively in school activities and to adopt a flexible approach to their work. Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. The post holder will be expected to comply with any reasonable request from the line manager to undertake work of a similar level that is not specified in this job description. This job description may be amended at any time following discussion between the line manager and member of staff, and will be reviewed annually during the appraisal process, and will be varied in the light of the business needs of the school