



### Job Description

<b>Job title:</b>	Marketing Officer
<b>Department/School:</b>	Proficient Education Company Myanmar
<b>Contract Type:</b>	Temporary until December 31, 2020 with strong potential to become permanent
<b>Marketing Areas:</b>	Brand Promotion · Advertising · Marketing Implementation, · Digital Marketing · Event Marketing · Social Media Marketing · Content Strategy · Content Marketing

#### Job purpose

To support the Operations & Corporate Services Director in raising the brand awareness, content promotion, lead generation, community and customer support of the School/ Centre by carrying out an effective marketing and communications plan in order to:

- ❖ attract new students across the School-Centre portfolio of programmes
- ❖ publicize the strengths of the academic faculty
- ❖ promote the profile of the School-Centre as a whole to external audiences

#### Source and nature of management provided

Role reports to Operations and Corporate Services Director. Line managed by Operations Director. Work with school leadership in the development of strategic planning efforts, long range goals and development office policy

#### Special conditions

A small amount of out-of-hours working may be needed for special promotion events. This will generally be compensated by time off in lieu.

<b>Main duties and responsibilities</b>	
1	<p><b><u>Marketing Communications:</u></b></p> <p><b>a) Website, social media and other e-marketing communications</b></p> <ul style="list-style-type: none"> <li>i) Collating material and editing copy for the Directors monthly e- newsletter, circuited to internal and external audiences</li> <li>ii) Updating the School-Centre's Facebook, Linkedln, Twitter and Google Groups accounts</li> <li>iii) Updating information about the School-Centre's on external websites and directories</li> <li>iv) Updating the website</li> <li>v) Coordinate with outside agencies, to produce marketing material such as stationery and web pages</li> <li>vi) Creating fresh and up-to-date web content, including animation videos</li> <li>viii) Providing ideas and designing input into the development of new e- marketing materials</li> </ul> <p><b>b) Marketing collateral and publicity material</b></p> <ul style="list-style-type: none"> <li>i) Writing and producing marketing material (brochures, posters, flyers etc) for the School-Centre's programmes, liaising with the relevant academic staff including Directors of Operations, Corporate Services and Senior Teacher to update content as necessary; sourcing student and alumni testimonials; liaising with in-house and external designers for all production issues</li> <li>ii) Write, edit and proofread marketing material for use in different channels</li> <li>iii) Establishing and maintaining a Customer Relations Management Software (CRM)</li> <li>iv) Preparing marketing publications for the School's corporate relations activities, working with the Directors of Operations, Corporate Services and Senior Teacher</li> <li>v) Preparing PowerPoint presentations for senior academics at recruitment events and conferences</li> <li>vi) Coordinating and writing the School's entries into Schools prospectuses where possible- both hard copy and online, including liaison with International Schools Admissions Department</li> <li>vii) Maintaining and compiling media plans</li> <li>viii) Responsible for the School's publicity stands and other event-support material- ordering new stock as required and ensuring the supply of stock to events</li> <li>ix) Selection and ordering of promotional merchandise for exhibitions and for use as corporate gifts</li> <li>x) Managing the stock of all marketing collateral i.e. brochures; creating systems to identify when stock needs to be replenished</li> <li>xi) Undertake market research and establish the best way to reach target groups</li> </ul>

	<p><b>c) Public Relations</b></p> <ul style="list-style-type: none"> <li>i) Liaison with academic and administrative staff to request and collate information for in-house publications</li> <li>ii) Proactively searching out information for PR purposes and writing press releases</li> <li>iii) Liaison with, and providing information to, the media and arranging interviews with members of staff where necessary</li> <li>iv) Maintaining a photo library and arranging external photo shoots and filming with placement students and alumni as well as in-house photo shoots with School staff and students</li> <li>v) Updating the School's PR notice boards</li> </ul>
	<p><b>d) Advertising</b> (printed media, outdoor and digital media)</p> <ul style="list-style-type: none"> <li>i) Supporting the Leadership team in booking, designing and tracking advertising for the School as required</li> <li>ii) Creative input into new advertising campaigns</li> <li>iii) Liaison with the School's advertising agency, designers and printers (in-house and external)</li> <li>iv) Assistance with proofreading, copy-writing, editing copy and information collection</li> <li>v) Write press releases and communicate with the media</li> </ul>
	<p><b>e) Exhibitions and recruitment visits</b></p> <ul style="list-style-type: none"> <li>i) Coordinating the School-Centre's presence at exhibitions both nationally and internationally</li> <li>ii) Representing and promoting the School at national and international exhibitions and providing market analysis post- event</li> <li>iii) Managing the supply of literature to the International Office and collating and dispatching literature and other display material to exhibition venues worldwide</li> <li>iv) Ensuring prompt follow-up by academics/ programme managers of exhibition inquiries / leads</li> </ul>
	<p><b>f) Events</b></p> <ul style="list-style-type: none"> <li>i) Assistance and coordination at Open Days</li> <li>ii) Coordinating School-Centre's events in relation to marketing</li> <li>iii) Assist School events:, major speakers' events etc</li> </ul>
2	<p><b><u>Market analysis &amp; planning and new programme development:</u></b></p> <p>Input into the School's marketing plans: gathering market intelligence and working with the Directors to analyze results and prepare measurement reports in relation to the School's marketing plans. Supporting the Leadership Team in planning, researching and coordinating the school's recruitment and online teaching, liaising with relevant parties both internally and externally.</p>
3	<p><b><u>Market Intelligence:</u></b></p> <p>Gathering information on competitor schools and programmes. Also gathering information on our programmes for use in rankings and other forms of market analysis.</p>
<p>The post holder will, from time to time, be required to undertake other duties of a similar nature as may reasonably be required by his/her line manager.</p> <p>There may be occasions when the post holder's role and skill set may be required elsewhere, so flexibility will be essential.</p>	

## Person Specification

Criteria	Essential	Desirable	Assessed by		
			A/F	IT	R
<b>Qualifications</b>					
Degree or equivalent in marketing, business, journalism or English	√		√		
Certificate or Diploma in Marketing		√	√		
<b>Experience/Knowledge</b>					
Experience in a marketing role and some evidence of professional development within marketing	√		√	√	√
Experienced user of WPS/MS Office word-processing, spreadsheet and presentation packages	√		√	√	
Knowledge and experience of CRM software		√	√	√	√
Maintaining database/ spreadsheet	√				
Manage admission goals		√			
Coordinate outside agencies	√				
Establish PECM value proposition relative to key competitors		√			
Experience of updating website & social media		√			
<b>Skills</b>					
Social Networking, PC literate,	√				
Good organisational & project management skills	√		√	√	
Creative thinker	√				
Excellent communication skills,(CRM) including high standards of written communication, grammar & spelling Strategic & analytical skills	√		√	√	√
Information management skills including a high level of accuracy and attention to detail	√		√	√	√

Criteria	Essential	Desirable	Assessed by		
			A/F	I/T	R
<b>Attributes</b>					
Commercial/business awareness					
● Be flexible and open to change	√				
● Enjoy working in a fast-paced, intellectually stimulating environment	√			√	
● Ability to spot opportunities & commercial awareness	√				
● Critical thinking skills	√		√	√	√
● Ability to collaborate and work autonomously when required	√				
Communication					
● Ability to express your views clearly and concisely both verbally and in writing	√				
● Good influencing skills					
● Maintain professional attitude	√				
● Maintain confidentiality	√				
● Strong interpersonal skills	√				
Teamwork					
● A good team player who has the ability to get on with tasks and achieve results	√				
● Think about the needs of others as much as your own and be helpful and supportive of others and their work	√				
● Volunteer to help even on work outside your role	√				
Customer Focus					
● Be committed to high quality	√				
● Think how to improve the customer's experience	√				
● Respond to problems and complaints immediately	√				

Leadership					
● Ability to take responsibility for tasks, prioritising and scheduling own work to ensure deadlines are met	√		√	√	√
● Have self-confidence and deal with setbacks effectively	√				
● Enjoy taking responsibility	√				
● Act as a role model for others	√		√	√	√
● Desire to make a difference	√				
● Reliable & delivery focused	√				
● Ability to quickly absorb and analyze information	√				
● Enthusiastic, energetic and imaginative	√				
● Approachable, outgoing and diplomatic	√				
● Able to present ideas with conviction	√				
Planning & Organising					
● Ability to prioritise work and respond effectively as new projects are introduced	√		√	√	√
● Work in an organised way and plan how deadlines will be met	√				
● Always deliver on schedule and to a high standard	√				
Achievement / results orientation					
● Be committed to success	√				
● Focus on getting the job done	√				
● Commitment to building a sustainable business	√				

Code: A/F – Application form, I/T – Interview/Test, R - References