

Job Description

Job title/Position: Marketing and Branding Manager

Division: Institutional Advancement

Direct Supervisor: Director of Institutional Advancement

Position Overview

The Marketing and Branding Manager is responsible for the planning, development and execution of the school's social media, marketing, communications and advertising initiatives for both internal and external audiences. The MBM will ensure that the school's messaging consistently expresses the school's mission, reflects the school's brand, and is distributed across appropriate channels and to targeted audiences. The MBM will also provide relevant internal and external market research and analytics to shape new ways to deliver messaging, such as mobile platforms, video and new or other social media platforms.

Qualifications and Experience

- Bachelor's in marketing/communications or equivalent experience
- Minimum 5 years of integrated marketing
- Proven experience and expertise in all aspects of digital and social media marketing
- Strong writing and editing skills and ability to provide consistent tone that reflects the ethos and brand of the school
- Previous experience working for a school or educational client
- Proficiency with Google docs, Adobe CS, particularly AI, InDesign and Photoshop.
- Excellent project management skills, to manage multiple projects, timelines/deadlines and platforms simultaneously
- Ability to work effectively both independently and collaboratively

General Responsibilities

- Develop and ensure implementation of branding guidelines for internal use and external communications
- Develop and ensure implementation of guidelines for content creation and marketing for all communications channels
- With the Director of Institutional Advancement, in partnership with the the Director of Admissions and with the support of the Communications Manager, drive external communications in print, online and in social media
- Craft, oversee, and optimize media strategies that meaningfully connect with the school's audiences across all comms channels, including the school's website, internal display screen system, Facebook, Twitter, LinkedIn, and YouTube as well as traditional print
- Liaise with contractors and vendors, e.g., graphic designer
- Assist with development of HKA gifts and giveaways
- Strategize, develop and maintain relationships with publications and editors for advert and story placement
- Support development of web-related initiatives as needed
- Develop and maintain annual marketing calendar for all channels and audiences

- Provide relevant market analysis/research and appropriate measurement or analytics to reach and engage target audiences
- Develop and maintain monthly marketing dashboards for reports to Board of Trustees to liaison with appropriate faculty and staff to develop content for articles, blogs, social media and communications

Work hours

7:45 am - 4:00 pm from Monday to Friday with a 45-minute lunch break

Contact: recruitment@hkacademy.edu.hk

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