

Job Description

Job title/Position: Marketing Manager

Division: Institutional Advancement

Direct Supervisor: Institutional Advancement Director

Position Overview

The Marketing Manager will be instrumental in executing the school's comprehensive branding, marketing, and communications strategy. Reporting to the Institutional Advancement Director and collaborating with the Admissions Director, the Marketing Manager will lead efforts to attract new families, enhance our digital and print presence, and cultivate strong community relationships. This strategic thinker will be pivotal in amplifying the school's reputation and profile by ensuring all messaging clearly articulates our Mission and core values, and will support all Institutional Advancement and broader school-wide initiatives.

Qualifications and Experience

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- 10 years of marketing experience, preferably within an international school or educational institution.
- Proven expertise in digital marketing, including SEO, SEM, social media and content marketing.
- Strong understanding of print media production and graphic design principles.
- Excellent written and verbal communication skills, with the ability to craft compelling narratives.
- Demonstrated ability to build and maintain strong relationships with diverse stakeholders.
- Strategic thinking with a results-oriented approach.
- Ability to work independently and collaboratively in a fast-paced environment.
- Fluency in spoken and written English is essential, Chinese language fluency is desirable.
- 5-10 years experience in the field of communications.

Key Responsibilities

- Develop and implement comprehensive marketing strategies to increase enrollment and attract prospective families and HKA employees.
- Analyse market trends and competitor activities to identify new opportunities for growth.
- Oversee the creation of compelling promotional materials and events that showcase the school's unique value proposition.
- Support HKA's fundraising efforts as part of the IA team - campaigns, connections and collateral.
- Manage and optimize the school's website, ensuring it is a compelling and informative resource for prospective and current families.
- Develop and execute engaging social media strategies across relevant platforms.
- Oversee the design and production of high-quality print collateral, including brochures, advertisements and newsletters.
- Manage email marketing campaigns and maintain a robust contact database.
- Utilise data analytics to track campaign performance and inform future marketing efforts.
- Identify and secure opportunities for partnerships and collaborations that align with the school's mission.
- Represent the school at relevant events, exhibitions, and networking opportunities.
- Support the schools Professional Development programme.
- Develop and implement strategies to enhance the school's brand image and reputation both locally and internationally.
- Manage public relations efforts, including media outreach and press releases.
- Develop compelling storytelling content that highlights student achievements, faculty expertise, and unique school programs.
- Monitor and manage online reviews and reputation platforms.
- Support broader school-wide initiatives as requested.
- Other duties as assigned by the Institutional Advancement Director

Work hours

7:45am - 4:00pm from Monday to Friday with a 45-minute lunch break. Due to the nature of the role, some evenings and weekends for special events may be required.

Contact: recruitment@hkacademy.edu.hk

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