

Job Description

Job Title/Position: Marketing Specialist

Division: Institutional Advancement

Direct Supervisor: Institutional Advancement Director

Position Overview

The Marketing Specialist will play a crucial role in promoting our international school to prospective families, students, and the wider community. This position is responsible for developing and executing compelling marketing content across various digital platforms, with a strong focus on enhancing our online presence and engaging with our diverse audience. The ideal candidate will be a creative and proactive individual with a passion for education and a strong understanding of digital marketing strategies.

Qualifications and Experience

- Bachelor's degree in Marketing, Communications, Journalism, Public Relations, or a related field.
- 3-5 years of experience in marketing, with a focus on content creation, social media, and website management.
- Proven experience in developing engaging and effective marketing content across various formats.
- Strong proficiency in managing multiple social media platforms and using social media management tools.
- Experience with Content Management Systems (CMS) for website updates e.g., WordPress.
- Familiarity with SEO best practices and web analytics tools (e.g., Google Analytics).
- Excellent written and verbal communication skills in English; proficiency in Chinese is a strong asset.
- Strong visual storytelling abilities, with experience in graphic design e.g., Canva, Adobe Illustrator and/or video editing.
- Ability to work independently and as part of a team in a fast-paced environment.
- Excellent organizational skills and attention to detail.
- A genuine interest in education and an understanding of the international school environment.

Preferred Qualifications

- Experience working in an educational institution, particularly an international school.
- Knowledge of international education trends and admissions cycles.

Key Responsibilities

- **Content Creation:**

- Develop high-quality, engaging, and original content for various marketing channels, including website articles, blog posts, social media updates, newsletters, email campaigns, brochures, and promotional materials.
- Produce and edit multimedia content such as photos, videos, and graphics to effectively showcase school life, events, and achievements.
- Collaborate with faculty, staff, and students to identify compelling stories and content opportunities.
- Ensure all content aligns with the school's brand guidelines, tone of voice, and strategic marketing objectives.

- **Social Media Management:**

- Manage and grow the school's social media presence across relevant platforms (e.g., Facebook, Instagram, LinkedIn, Twitter, YouTube).
- Develop and implement a social media content calendar, scheduling posts and campaigns.
- Monitor social media channels for engagement, comments, and messages, responding promptly and professionally.
- Analyze social media performance metrics and adjust strategies to optimize reach and engagement.
- Stay up-to-date with social media trends and best practices in the education sector.

- **Website Management:**

- Maintain and update the school's official website, ensuring accuracy, relevance, and a positive user experience.
- Regularly publish new content, news, events, and announcements on the website.
- Optimize website content for search engines (SEO) to improve visibility and organic traffic.
- Manage website SEM.
- Monitor website analytics to identify areas for improvement and report on key performance indicators.
- Collaborate with IT for technical website issues and enhancements.

- **General Marketing Support:**

- Assist in the planning and execution of marketing campaigns and events.
- Support the Admissions team with marketing collateral and communication efforts.
- Conduct market research to identify trends and competitor activities.
- Contribute to the overall marketing strategy and brand development initiatives.

Work hours: 7:45 am - 4:00 pm from Monday to Friday with a 45-minute lunch break. Due to the nature of the position and industry, working hours outside the normal office hours may be required at times.

Contact: recruitment@hkacademy.edu.hk

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