



JOB OVERVIEW

JOB TITLE	Marketing Assistant
ROLE	Entry Level/Administrative Level (depending on experience)
NEXT REVIEW	July 2026
JOB LOCATION	Bandar Seri Begawan, Brunei Darussalam
GENERAL DESCRIPTION	The Marketing Assistant will support the department by performing various tasks related to creating, editing, and distributing marketing content. This role is ideal for someone with a keen eye for detail, strong photography skills, and proficiency in social media management.
REPORTS TO:	Marketing Manager

PERSON SPECIFICATION

Qualifications & Experience

- A Levels or equivalent; a degree in Marketing, Communications, or a related field is a plus.
- Proven experience in photography and photo editing.
- Proficiency with photo and video editing software (e.g., Adobe Photoshop, Lightroom, Premiere Pro).
- Familiarity with social media platforms and content management systems.
- Strong written and verbal communication skills.
- Creative mindset with attention to detail.
- Ability to work independently and as part of a team.

Skills and Knowledge

- Strong organisational and time management skills
- Has the ability to skilfully manage and maintain effective working relationships with parents, governors, community members and other stakeholders
- Helpful, approachable and positive nature while working productively in a high-pressure environment
- Has high standards and a keen eye for detail
- Experience in a wide range of marketing functions such as communications, digital marketing, advertising, branding and social media.
- Exercises sound judgement, especially relating to confidentiality and discretion

Desirable Attributes:

- Enthusiastic and proactive approach to work.
- Excellent organizational and time-management skills.
- Passion for education and community engagement.



PROFESSIONAL ACCOUNTABILITIES

Content Creation:

- Take high-quality photos and videos of school events, activities, and daily life.
- Edit photos and videos to ensure they meet the school's branding and quality standards.
- Create engaging visual content for social media platforms, newsletters, and the school website.

Social Media Management:

- Post and schedule content on various social media platforms (e.g., Instagram, Facebook, X).
- Monitor social media channels for engagement and respond to comments and messages.
- Assist in developing social media strategies to increase engagement and followers.

Marketing Support:

- Assist in the preparation of marketing materials and campaigns.
- Support the organization and promotion of school events.
- Maintain an organized archive of digital media files.

Administrative Tasks:

- Conduct market research to identify trends and opportunities.
- Assist in compiling reports and analytics on marketing performance.
- Provide general administrative support to the marketing team.

SPECIAL CONDITIONS

- A small amount of out of hours working may be needed for special events
- There may be occasions when admin staff may be rostered for duty to supervise students before and after school

Please note that this is illustrative of the general nature and level of responsibility of the role. The postholder may be required to do other duties appropriate to the level of the role, as directed by the Line Manager.