

## JOB DESCRIPTION: Digital Marketing and Event Co-ordinator

<b>PURPOSE:</b>	To play a major role under the auspices of the Trustees and under the overall direction of the Principal.
<b>RESPONSIBLE TO:</b>	<b>Head of Admissions and Marketing</b>
<b>DISCLOSURE LEVEL:</b>	<b>Enhanced</b>
<b>WORKING TIME:</b>	<b>Full-time</b>

### Summary of Responsibilities

#### Job Purpose:

- To support the SMMIS marketing strategy, to increase enquiries and visibility of and enrolment to SMMIS.
- To support school events and internal marketing

### MAIN DUTIES

#### Digital Marketing and Promotion:

- Managing school website and social media pages, including competitive content creation and updates and audience engagement: organic and paid.
- Managing print marketing: Honey Kids Asia; Expat Living
- Liaison with the Digital Marketing Agency to ensure competitive impact

#### Event Planning and Strategy:

- Creating engaging content for event promotion, including invitations, registration pages, and marketing copy.
- Developing and implementing marketing strategies for school related events, including: Open House; International School Fairs, or corporate gatherings and celebrations.
- Promoting events through various channels, such as social media, email marketing, website content, and partnerships.
- Analysing event marketing campaigns and reporting on key performance indicators (KPIs).
- Creating detailed project plans, including timelines, budgets, and resource allocation.
- Identifying and securing suitable venues, vendors (catering, audio-visual, etc.), and speakers.
- Developing event agendas and promotional materials.
- Managing event budgets and tracking expenses.

#### Event Execution and Logistics:

- Coordinating all logistical aspects of the event, such as venue setup, catering, audio-visual equipment, and registration.
- Managing on-site event operations, including troubleshooting issues and ensuring smooth event flow.
- Overseeing event setup, breakdown, and post-event activities.
- Collecting feedback from attendees through surveys and other means.

**School Decoration and Visual Branding:**

- Support faculty in seasonal and thematic decorations across school spaces.
- Ensure visual presentation of public areas, noticeboards, and student work displays align with the school's brand and values.
- Collaborate with academic and operations teams to deliver a vibrant and inspiring campus environment.

**Collaboration and Communication:**

- Working closely with internal teams (Admissions, Faculty) and external vendors to ensure seamless event execution.
- Communicating effectively with event stakeholders, including attendees, speakers, and sponsors.
- Managing relationships with vendors and negotiating contracts.

**Post-Event Analysis:**

- Analysing event data and preparing reports on event performance, including attendance, engagement, and return on investment (ROI).
- Identifying areas for improvement and making recommendations for future events.

**Other Specific Duties:**

- Any other duties as assigned by the Head of Admissions & Marketing

**Person Specification: Digital Marketing and Event Co-ordinator**

- A Bachelor's Degree in marketing, event management, hospitality, or a related field
- Knowledge of marketing principles and event management best practices
- Experience in various digital and print marketing platforms
- Event planning and marketing
- Experience with photography is a plus
- Min 2 ~ 3 years relevant experience in similar capacity

**Other Skills**

- Strong organisational and time management skills
- Excellent written and verbal communication skills
- Ability to manage multiple tasks and projects simultaneously
- Proficiency in event planning software and marketing tools
- Strong problem-solving and decision-making skills
- Ability to work independently and as part of a team