

Marketing Officer

Full-time

*Imagine starting your day surrounded by the energy and laughter of children playing on the school field. As our **Marketing Officer**, you will bring the Holland International School story to life by creating engaging content, developing inspiring marketing campaigns, and capturing the vibrant moments that make our school community unique.*

Working closely with a dedicated team of teachers and business staff, you will strengthen our brand, enhance our online and offline presence, and support student recruitment by connecting with current and prospective families. This role is ideal for a creative, proactive, and organised marketing professional who is passionate about education, enjoys storytelling, and thrives in a multicultural and dynamic environment.

The role

As part of our effort to boost brand awareness and generate leads, you will oversee the school's social media accounts, ensuring that all platforms deliver consistent, engaging, and on-brand messaging. You will plan, create, execute and evaluate compelling digital content for our communication channels, and marketing campaigns, showcasing the vibrant life of our school and strengthening our online and offline presence. You will design and produce marketing materials, including school brochures, flyers, posters, banners, and other promotional materials. You will serve as the main point of contact for event management, including Open Houses, school fairs, and community engagement activities. You will coordinate school tours and Open Houses for prospective families and play a key role in promoting our growth initiatives.

Your responsibilities

- Collaborate with the Principal and school leadership to position Holland International School as a leading choice for international education in Singapore.
- Develop and execute marketing and business development strategies to promote the school's brand.
- Develop and oversee communication materials like brochures and newsletters, strengthening the school's visibility and reputation among both internal and external stakeholders.
- Create compelling digital content for our communication channels.
- Manage internal and external communications, including press releases and media relations, to uphold and enhance the school's reputation within the broader community.
- Partner with the Admissions department to ensure event success and alignment with strategic objectives.
- Plan, manage and execute the production of the school's annual yearbook.
- Monitor, evaluate, and report on the effectiveness of marketing efforts using key performance indicators (KPIs).

- Assist the broader Marketing & Business Development Team in preparing the annual marketing budget.
- As part of the Business team, work closely with colleagues, school management, teachers, and the Board to promote the school both within Singapore and internationally.

You have:

- A Bachelor's degree in Marketing/Communication or a related field.
- Minimum of five (5) years experience in Marketing in the private and international education sector, preferably in Singapore.
- A proven track record creating content for social media such as Instagram, Facebook, and LinkedIn.
- Proficiency in Canva, CapCut, and Adobe InDesign is an asset.
- Experience with SEO copywriting & SEM.
- Experience with budgeting and resource management.
- A proactive, hands-on mentality.
- The ability to work independently as well as collaboratively.
- Graphic design and basic video editing skills are preferred.
- Excellent English communication and writing skills. Proficiency in Dutch, Mandarin and/or French is a plus.

We offer you

A local contract-based employment agreement begins from the hiring date (as soon as possible) and is initially set to conclude on June 30, 2027, with potential for extension. The inclusive benefits package comprises an attractive salary, a monthly transport allowance and 25 holidays based on a year contract, all based on a 40-hour workweek. We also offer health insurance coverage and a bonus payment. The expected commencement date is at the earliest.

Application process

Candidates who meet the above criteria are invited to submit their application: Micky van Waesberge recruitment@hollandinternationalschool.sg. Please clearly state the position you are applying for. Applications must include:

- A motivational cover letter;
- A curriculum vitae; and
- Two professional references from senior leaders or line managers who have worked closely with you for at least two years (please include their contact details).

Candidates who believe they meet the requirements may send their application.

Only shortlisted candidates will be contacted.