

Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.

Position Title	Marketing Officer	Reference: 240209
Function/Department	Marketing	Location: Hong Kong
Manager Title	Marketing Manager / dotted line to Admissions & Marketing Director	
Position Type	Permanent	
Position Status	Full Time	

Position Objective

Supports the Admissions, Marketing and Communications team in fulfilling the department objectives by providing administrative assistance and coordinating marketing activities that supports best marketing practice and annual student enrolment targets. The main function of the role is supporting the Marketing Manager to execute the marketing plan activities and initiatives. Occasional translation and support will be needed for the communications team. The key measures of success will be the number of new enquiries generated including School Tour attendance, meeting enrollment targets and efficiency of the marketing spend (ROI).

Responsibilities

Marketing and Communications:

- Develop designs and manage production of marketing material such as prospectus, annual reports, curriculum guides, handbooks, year books and newsletters to ensure high quality, consistent branding and accurate information is provided
- Manage vendors for premiums, printing, video production etc.
- Assist in the promotion of the school through multiple communication channels including website, social media, display boards and TV screens etc.
- Organize and promote key marketing and admissions events such as Orientation Day, Coffee Mornings, School Tour
- Help to organise school tour and other marketing events logistics
- Aid with campaign and ad development (digital and offline)
- Provide support for development of external PowerPoint presentations to ensure consistent brand messaging
- Assist with translation of communications if needed
- Support the organization of parent events (both current and prospective)
- Support the school on design of signs and/or posters/banners
- Help develop the monthly marketing plans campaigns to meet inquiry targets and objectives
- Analyze competitor offerings to implement win-back plans and actions.

Position Requirements

- Self-motivated with an eye for detail and quality of work; pro-active attitude and passion for achieving results
- Good interpersonal and customer service skills
- Excellent command of English, Cantonese and Putonghua, both written and verbal
- Proven ability to multi-task and set priorities
- Office experience or school environment preferred
- Competent skills in Microsoft Office Suites (Word, Excel, PowerPoint)
- Experience with Photoshop and InDesign preferred

Qualifications

- 2 to 4 years work experiences in Marketing, PR or Communications

Contacts

- Admissions and Marketing Communications Team
- Faculty
- Parents School Association

- External vendors
- Regional colleagues in Cognita

Working Conditions

- Duties performed within a school environment or hot desk / office in different locations
- Will be required to work independently and as part of a collaborative team effort.
- Extended working hours to complete some projects may be required.
- Occasional evening and weekend work.

Terms of Employment

- Working Hours: 9:00 am – 6:00 pm, Monday to Friday
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background Check: Required

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Safeguarding

The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Designated Safeguarding Lead or to the Head of School or indeed to the Regional CEO or Safeguarding Manager - Asia so that a referral can be made accordingly to the statutory services.