

**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 and Communications 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 role also includes 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 and direct applications generated including School Tour attendance, meeting enrollment targets and efficiency of the marketing spend (ROI).

## Responsibilities

### Admissions

- Provide assistance in Lead and Enquiry management related to events
- Work closely with Marketing Manager in the adoption of marketing initiatives for the school, ensuring marketing activity plans including advertisements, are robust and effective to win-back closed opportunities and drive-up student enrolment and build strong retention
- Regularly monitor enrolment retention, withdrawals, and deferral rates, and proactively seek feedback through surveys from those who join, those who don't, and those who withdraw to identify areas for improvement within our campus customer experience. Use this information to inform updates to our strategy and share these improvements with the wider team.
- Assist with the analysis, planning and implementation of enrolment waitlist customer journeys and strategy.
- Assist with the analysis and reporting of leavers data to analyze competitor offerings to implement win-back plans and actions.
- Organize and promote key admissions events such as Orientation Day, Coffee Mornings, School Tours, Open Days
- Assist with the organization of school tours and other marketing events logistics

### Marketing and Communications

- Develop designs and manage production of marketing materials 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 digital, updating portal, website development, premiums, printing etc.
- Promote the school through multiple communication channels such as newsletters, websites, social media, display boards and TV screens etc.
- Provide assistance for both digital and offline campaign and ad development
- Provide support for development of external PowerPoint presentations to ensure consistent brand messaging
- Support the development of communications and copy-writing
- Support the organization of both current and prospective parent events
- Support the school on design of signs and/or posters/banners
- Assist in the weekly EDM promotion content
- Manage collateral stock and ordering
- Manage the social media posts to free channels i.e. moms groups
- Prepare collaterals and gift bags needed for events
- Help develop the monthly marketing plans campaigns to meet inquiry targets and objectives

## 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.