

Insworld Institute is a secondary school in Singapore teaching local and international students a British curriculum, adapted to suit the needs of the international learner.

We work only with small class sizes (4-12 students), allowing us to focus the needs of each individual learner.

Marcom Executive

Responsibilities

- Assist in enhancing turnover and profits by increasing student numbers on all programmes
- Create brand equity through design consistency of all school materials and standardised branding details
- Compile, consolidate and present market information
- Interview and record testimonials for marketing purposes from students who have graduated from Insworld Institute, giving assistance with testimonials when needed
- Prepare the agenda and record and prepare the minutes for all marketing and public relations meetings
- Plan and execute all web campaigns, SEO/SEM activities, display campaigns, e-commerce, and compile marketing database
- Build and manage content for web digital platforms, and apply strategy and analytics (measurement experiments) for digital marketing activities
- Manage web content; be able to edit videos, write code for changes to website, understand and write html and php, upload videos to social media and apps
- Develop and manage the implementation of digital marketing processes and systems for the Sales & Marketing team in order to ensure outcomes are achieved for the division
- Perform any other duties as directed
- Work with vendors on website

Requirements

- Minimum Diploma in Marketing, Mass Communications or Business Administration with at least 3 years of experience
- Significant and in-depth marketing communications experience with demonstrable evidence of business partnering activities across multiple stakeholders
- Ability to plan and manage at both strategic and operational levels
- Ability to analyse marketing data and research
- Excellent communication skills
- Ability to meet deadlines and handle a high volume of work
- Proficient in Microsoft Office applications, video editing software, Photoshop and Wordpress
- Disciplined, highly-driven, capable of showing initiative
- Demonstrable skills, knowledge and experience in the design and execution of marketing communications and public relations activities
- Have relevant hands-on experience of digital communication channels including social media (Facebook, Twitter, Instagram, Linked-in), websites, social networking sites, mobile devices, apps, etc
- Strong interest in the education sector
- Able to handle communication with students and parents

To apply, send a detailed resume with recent photo to: hrm@insworld.edu.sg

(We thank you for your application and regret that only shortlisted candidates will be notified.)