

SHANGHAI AMERICAN SCHOOL

TITLE: MARKETING SPECIALIST
CONTRACT DAYS: 210

POSITION SUMMARY:

Under the supervision of the Director of Marketing & Communications, the Marketing Specialist develops and implements a wide range of marketing efforts.

SUPERVISED, EVALUATED BY & REPORTS TO:

Director of Marketing & Communications

QUALIFICATIONS:

- 8+ years experience in marketing or related field
- Strong English skills required, Mandarin fluency advantageous
- Experience in inbound and outbound marketing, including social media and digital marketing
- Demonstrated knowledge of marketing principles and experience in marketing campaigns
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies inside and outside the community
- Ability to plan ahead, meet deadlines and work under pressure
- Strong organizational skills and writing skills
- Willingness to work irregular hours and on weekends, when required
- Ability to handle numerous assignments simultaneously and bring to completion

PERFORMANCE RESPONSIBILITIES:

- Work with local publications to maintain SAS coverage in their print and WeChat accounts using ads and stories
- Update marketing material for Admissions such as brochures and division profiles
- Ensure profiles in print publications and on 3rd party platforms are accurate and up-to-date, including referral websites, apps, ISS, LinkedIn, etc.
- Create marketing materials for employer recruiting including brochures and ads
- Create marketing materials for signature programs
- Propose campaign themes and ads, including copy and visual
- Write ad copy and articles for social media and publications, modifying style or content to be appropriate for platform and audience
- Participate in and execute digital strategy including Google and Facebook ads
- Maintain clippings file of digital and print coverage for earned and paid media
- Recommend and support participation in admissions events, including position, materials, and booth design. Attend as needed to gain insights on market.
- Participate in primary market research to develop insights of Shanghai international school target families
- Work with videographers, writers, and webmaster to plan content that resonates with current and prospective families and is consistent with the SAS brand
- Support the marketing needs of SAS events as needed and other duties as assigned.

SAS BELIEVES:

- That each employee makes a significant contribution to our success,
- That contribution should not be limited to the assigned responsibilities.

Therefore, this position description is designed to outline primary duties; qualifications and job scope, but not limit the employee or SAS to only the work identified. It is the expectation of the School, that each employee will offer his/her services wherever and whenever necessary to ensure the success of our organization.

How we see the world is how we experience the world

We believe that diversity, equity, and inclusion enrich our community and create a sense of belonging that compels each of us to grow. Therefore, we commit to a journey of community growth that is grounded in best and sustainable practices rooted in our mission and core values. We seek individuals who are ready to contribute to such an environment.

Child Protection at SAS

Shanghai American School, in keeping with our core values and vision statements, has a Child Protection Policy that guides our faculty, staff, and families in matters related to the health, safety and care of children in attendance at our school. By accepting employment at SAS, all faculty and staff agree to work in partnership with the School and abide by the policies adopted by the SAS Board.

With this in mind,

- Applications will be thoroughly and rigorously screened in line with our strong commitment to all aspects of child protection and safeguarding.
- Shanghai American School reserves the right to withdraw an applicant's candidacy at any time should information be forthcoming that may suggest the candidate is not suitable to progress in the process.
- Shanghai American School reserves the right to withdraw an applicant's candidacy if current and former supervisor references are not provided.
- Hiring is contingent upon successful criminal background checks.

Applicants are asked to apply as early as possible, as Shanghai American School reserves the right to close the selection process at any time.