

JOB DESCRIPTION

Job title: Part Time Marketing Manager
Position type: Fixed term 50% role (20 hours per week)
Responsible to: Executive Director
Responsible for: No direct reports

ROLE & RESPONSIBILITIES

This is a newly created role and indicative of the growing importance of marketing as ELA Basel moves into an exciting development stage. We have just concluded a full review of activities and now have a clear 3 year Marketing Plan.

The ELA Basel Marketing Manager is responsible for helping to implement our identified marketing activities in order to grow recruitment, retention and brand awareness for the School.

Essential Skills

- Bilingual in English and German (both written and verbal communication);
- Understanding of CMS (working with our web partner, Finalsite), Google Analytics, Facebook Insights, social media monitoring, Facebook Ads Manager, Google Ad Words, Excel and Word (mail merges), Google Apps.
- Ability to set up and manage automated email marketing campaigns
- Excellent communication skills to internal and external customers;
- Good administration skills and attention to detail;
- Ability to work on own initiative and as part of a team.
- This position will have primary responsibility for the development and execution of the marketing strategy, implementation and evaluating all elements of the marketing mix.

Marketing key tasks (50%):

- Leading the marketing plan development and implementation including situational assessment, ROI analysis, business objectives strategy and positioning.
- Identify, align and implement initiatives that support the school strategy and development plan.
- Manages and controls the spend of the allocated marketing budget in cooperation with the ED.
- To help develop and communicate our School brand and value proposition, across a variety of channels (social media, website, print, advertisements, events), ensuring consistency across all media, widely promoting the brand within the School, the local community and beyond;
- To gather market insight (through surveys, competitive analysis, market research) to guide and inform marketing strategy;

- To manage the ELA Basel website. This will involve editing, checking and updating the general information on all pages and helping to continuously optimise the site
- To liaise with other School departments to facilitate the production of material;
- To lead with the planning of external marketing events (may include occasional weekend events)
- To assist with the organisation of the School's Open Mornings and Taster Days.

The list of duties above are not wholly inclusive. Other responsibilities may be assigned to the Marketing Manager by or under the authority of the Executive Director.

Nicholas Owlett
Executive Director
31.5.21

PERSON SPECIFICATION

Qualifications

- Education: Required; Bachelor's degree in marketing, business or equivalent
- Experience: Required 5+ years of marketing experience
- The candidate must have sound knowledge of all principal areas of marketing, particularly marketing planning/ evaluation and finance
- Design ability would be an advantage;
- Ability to recognize marketing problems and opportunities; initiate plans to correct or improved the situation and make any corrections necessary to implement the plan
- Excellent presentation skills (oral and written communication), organization skills, project management and proficiency in Excel, PowerPoint. Capabilities in photoshop and illustrator would be an advantage
- Understanding of the international school environment would be an advantage

The successful applicant will demonstrate many or all of the following attributes:

a) Good character

- A firm commitment to the care, well-being and safety of children
- Personal integrity, honesty, good judgement and experience appropriate to the role
- Intellectual acuity and agility, wisdom and emotional intelligence
- A sense of humour and proportion; the ability to self-manage successfully, even under pressure
- Courage, energy, optimism, imagination, resilience and stamina
- Recognises and celebrates diversity as a strength of any community; tolerance and respect for different cultures, religions and nationalities
- A clear understanding of personal space and respecting the needs and rights of others especially concerning sensitive matters of gender, politics, race, religion and sexuality.
- Punctuality and the ability to meet deadlines

b) Effective team-player

- A commitment to teamwork, flexibility, consideration for others and generosity of spirit
- Effective communication skills with children, families and colleagues
- The ability to forge positive working relationships with all members of the school community
- The ability to inspire confidence and respect amongst colleagues, pupils and all relevant audiences
- A very high level of administrative efficiency and the ability to communicate clearly in various contexts and media
- An unswerving desire to support the values and aims of ELA Basel and the needs of its pupils and staff
- A commitment to supporting the extra-curricular life of the School

c) Commitment to the profession

- Highly numerate and at ease analysing, presenting and interpreting marketing data
- Confident in a range of IT applications relevant to the position
- A commitment to lifelong learning, an open mindset and continuous improvement
- A meticulous eye for detail, as well as the ability to see the 'big picture'

This job description and person specification may be amended at any time following discussion between the Executive Director and member of staff and will be reviewed annually.

I have read and understood the job description and person specification and agree to their terms.

Name of Employee:

Signature of Employee: Place: Date: