



REIGATE GRAMMAR SCHOOL VIETNAM

JOB DESCRIPTION

JOB TITLE: MARKETING EXECUTIVE
DEPARTMENT: Admissions, Marketing and Communications Department
REPORT TO: Admissions Director

Position-Specific Responsibilities

The Marketing Executive, will play a diverse role in shaping and implementing marketing strategies to achieve the School's strategic goals.

Requirements

- Assist in planning, organising, and executing projects, considering priorities, resources, budgets, issues, and constraints to achieve desired results.
- Utilize software and tools for planning, tracking, and reporting status.
- Perform, manage, and report data analysis, including extracting, cleansing, and consolidating information for fact-based insights for further management and planning.

Marketing & Branding:

- Conceptualize marketing and branding strategies to achieve the School's strategic business goals.
- Organize and run marketing events, such as Open Days, exhibitions...aimed at driving enrollments.
- Plan and develop Admissions brochures, advertisements, print media, marketing collaterals.
- Utilize multiple skills and knowledge to incorporate branding and market needs in print, social media, web development, and overall creative marketing solutions to the School in a professional manner.
- Ensure the department is innovative and maintains the School's style and branding, maintaining a high standard of image.
- Plan, monitor, and control the efficient and cost-effective flow of orders through the department, ensuring deadlines are met, considering priority, budget, and time of production.
- Assist in managing the daily affairs of all the marketing and communications-related portfolios of the School.
- Admissions Partnership Management - Identify and cultivate partnerships with educational institutions for student recruitment initiatives.
- Supplier Supervision – Monitor suppliers' contracts, to ensure cost-effectiveness and quality services/products.

Digital Marketing & Social Media:

- Plan and manage digital marketing campaigns, assessing and reporting performance against KPIs and Return On Investment.



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- Stay up to date with current digital trends and research new online media opportunities that may benefit the business, including media, social media, and others.

Marketing events:

- Provide support during marketing events such as exhibitions, convention talks, open days, and others in terms of set up, designing presentations, preparing marketing kits and others.

Others:

- Undertake any duties/tasks as and when assigned by the Line Manager.

Personal Attributes, Skills and Characteristics

- **Adaptability:** The ability to adapt to changing marketing trends, consumer behavior, and industry dynamics as the field of marketing is continually evolving.
- **Marketing Proficiency:** Possessing strong marketing skills and proficiency in marketing tools, strategies, and tactics to effectively promote the school's offerings and reach its target audience.
- **Analytical Thinking:** Demonstrating the capability to analyze market data, consumer insights, and campaign performance to make data-driven decisions for the benefit of the school's marketing efforts.
- **Customer-Centric Approach:** Having a dedicated focus on providing excellent customer service to prospective students, parents, and other stakeholders, ensuring their marketing needs and inquiries are addressed promptly and effectively.
- **Innovative Thinking:** Cultivating a creative and innovative mindset to explore new marketing technologies and strategies that can enhance the school's promotional efforts while staying current with the latest trends in marketing and education.

Required Qualifications

Minimum Academic/Professional Qualification

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field.

Related Experience

- At least 1 - 3 years of working experience specifically in the marketing department.
- Experience in planning, executing and managing marketing campaigns across various channels.
- Proficiency in marketing strategies, campaign development, and branding.
- Familiarity with digital marketing.

CV Submission Deadline:

30th April, 2025

Please email application to HR Department: local.recruitment@reigategrammar.edu.vn.

Only shortlisted will be contacted for interview.