



Job Descriptions

Marketing Manager

Effective: 22 April 2019
Review: 30 March 2021

Introduction

This document is to be read in conjunction with the Employment Agreement. This job description is not necessarily a comprehensive definition of the post. It will be reviewed at least once a year and it may be subject to modification at any time after consultation with The Principal

All members of staff at KIS, whether working in the academic or administrative sections of the school, are responsible first and foremost for the welfare, care, supervision, safety and security of children attending the school.

Kajonkiet International School, Phuket is committed to safeguarding and promoting the welfare of children.

Salary

As stipulated in the Employment Agreement.

Terms, Conditions and Benefits

As stipulated in the Employment Agreement.

Responsibility

All members of staff at KIS, whether working in the academic or administrative sections of the school, are responsible first and foremost for the welfare, care, supervision, safety and security of children attending the school.

The Marketing Manager;

1. is responsible to The Principal and line managed by the Director of Business Services, who will conduct his/her Performance Management;
2. reports to the Board of Governors as required by The Principal;
3. is a leading member of the Marketing Committee (chaired by The Principal) with a responsibility for ensuring that the marketing vision for the school is achieved;
4. is responsible for the ongoing process of designing and conducting market research and analysing the subsequent data;
5. designs short and medium term marketing plans for the school;
6. is responsible for the positive, active and 'aggressive' marketing of the school;
7. is responsible for defining and then actively and positively promoting the brand of Kajonkiet International School and works closely with the marketing team at KIS to achieve this;
8. is responsible for devising action plans for each of the marketing objectives established in the annual marketing strategy map as agreed and/or as presented by The Principal;
9. is responsible for the production of fortnightly marketing management reports (including targets set and met) on the objectives established in the annual marketing strategy map;
10. is responsible for developing a marketing culture in relation to the school calendar so that each event's marketing opportunities are assessed in advance and subsequently reviewed;
11. is responsible for the correlation between the school's events and its vision and image;
12. is responsible for auditing the content and efficacy of the school website on a continuous basis and for providing written reports on the website to the Marketing Committee;
13. oversees the Public Relations function of the school and promotes the image of the school via the press and other media;
14. is responsible for the on-site marketing of the school particularly with regard to visitors' first impressions;
15. is responsible for the Line Management / Performance Management of the Graphic Designer and any other marketing staff employed by KIS.

Tasks

The Marketing Manager will:

1. ensure a full calendar of events, (designed to promote KIS and attract interest in the school and its student admissions), is identified, scheduled, planned and successfully implemented;
2. will manage, plan for and administer the Marketing Budget;
3. reflect on Marketing performance ensuring analysis and evaluation consistently inform improvement in strategy, approach and performance;
4. establish and nurture a strong network of business contacts to ensure that Kajonkiet International School is a school of choice for international families relocating to KL;
5. establish and nurture a strong network of contacts amongst Phuket's relocation agencies to ensure that international families relocating to Phuket view Kajonkiet International School as a school of choice;
6. establish and nurture a strong network of contacts in Phuket residences to ensure that all families are aware of the proximity, quality, philosophy and objectives of the school;
7. establish and nurture a strong network of contacts amongst the Embassies and Consulates in Thailand/Phuket to ensure that consular/embassy staff and families are aware of Kajonkiet International School's qualities and values;
8. will review and actively promote the marketing vision for the school and will work with all school constituencies to ensure a communality of message and a harmony of voice in promoting the school;
9. produce the agenda for Marketing Committee meetings and distribute to committee members at least 24 hours before the meeting;
10. respond to the minutes of Marketing Committee meetings ensuring that all actions identified are achieved to good effect;
11. review all events, publications and school literature to ensure convergence of the school vision, mission and aims, and its image;
12. perform any additional duties as reasonably requested by the Principal.

Professional Expectations

The Marketing Manager will:

1. be ideally fluent in Thai and English, both spoken and written;
2. be an exceptional leader demonstrating initiative, drive, energy, organisation and sense of purpose;
3. develop a sense a team-ship and cooperation amongst all members of the Marketing Team;

4. foster a sense of energy and drive amongst all members of the Marketing Team;
5. at all times use his/her best endeavours to promote the interests and reputation of the school;
6. represent the school both on-site and without in a courteous, professional and polished way;
7. be a skilled communicator capable of engaging fully with all parties;
8. have stamina and work well under pressure and be able to consistently meet deadlines;
9. be adaptable and flexible in approach;
10. have an eye for detail and a determination to achieve quality at all times;
11. be tenacious in tackling targets and goals set in marketing plans and by The Principal;
12. demand and expect the highest standards from themselves and the Marketing Team.

This job description sets out the duties of the post at the time it was drawn up. The post holder may be required from time to time to undertake other duties within the school as may reasonably be expected, without changing the general character of the duties or the level of responsibility entailed. This is a common occurrence and would not justify a reconsideration of the grading of the post.