

JOB DESCRIPTION

Position: Marketing Content Writer

Report to:

The Marketing Content Writer will report to the Manager of Admissions & Communications (MAC) or the Director of Admissions and Communications (DAC)

Job Overview:

The post holder is responsible for writing effective marketing content for online and offline marketing communications of respected new school or group of schools, ensuring that the content represents each school in line with the schools' brand positioning, and supports student recruitment and retention.

Responsibilities and Duties:

- Develop content for all websites of the school(s), ensure that information and photography on the webpages is accurate, up-to-date, attractive, and support the respective school's brand positioning;
- Write effective copy for all adverts, press articles, advertorials, publications of the schools, blogs, social media etc, ensuring that they are competitive and drive the schools' sales efforts;
- Conduct in-depth research on education related topics in order to develop original content. Identifying the parental and students needs and recommend new content to address gaps in the schools' current content.
- Regularly review competitor websites as well as websites of other leading schools to identify best practice and apply it to the schools' websites;
- Prepare and send regular MailChimp newsletters to potential and current parents to promote the schools to them;
- Proofreading content for errors and inconsistencies. Editing and polishing existing content to improve readability
- Work closely with Communications Team to monitor the effectiveness of marketing content and amend and improve the content where KPIs are not fully met;
- Together with the Digital Marketing team, to conduct keyword research and using SEO best practices to increase traffic to schools' website.
- Record all expenditure and process all required paperwork for tasks related to the role, as well as support the Communications & Admissions Team with other tasks and events during the team's peak times.
- Other tasks as assigned by Line Manager

Qualifications:

Education:

- Bachelor degree in Marketing, Business Administration, or similar
- Fluent in English and Vietnamese

Experience / Requirements

- Experience of marketing and sales copywriting, at least 2 years
- Excellent writing and editing skills
- Experience of using MailChimp and WordPress (desirable)
- Experience of working in an international marketing team
- Experience of working with Brand Guidelines
- Proficient in all Microsoft Office applications
- Be able to work in a fast-paced environment and could handle multiple projects concurrently

Skills:

- Organisational skills
- Able to prioritise workload effectively
- Strong team player, able to build good work relationships

Personalities:

- Great attention to detail
- Well-organised

Others:

- Excellent understanding of Renaissance and EMASI brand positioning

Job Holder's Signature: _____ Date: _____

Direct Manager's
Signature: _____ Date: _____

HR Manager's Signature: _____ Date: _____