



HARROW  
INTERNATIONAL  
SCHOOL  
哈罗国际学校  
SHANGHAI 上海

## Digital Marketing Manager

### Job Description

Reports to: Director of Communications and Development

Working alongside: Admissions Manager, Admissions Officer and Marketing Officer

#### *The Overall Purpose of the Role*

The Digital Marketing Manager is a member of the Marketing and Admissions team who is responsible for contributing to, managing, and implementing the School's digital marketing communications strategy and initiatives. Using analytics and working closely with others, he/she manages the digital marketing domain to meet and exceed the School's communications and commercial objectives.

#### *Key Functions and Responsibilities*

- Works with internal staff (academic and non-academic) and outside vendors (agencies, partners) to develop, implement and evaluate multi-channel digital marketing campaigns that highlight Harrow's strengths & brand, in alignment with identified market needs.
- Uses analytics and data trends to inform ongoing strategy and decision making
- Manages multi-channel digital advertising, social media channels, and content marketing
- Assists in ensuring that the School has the right mix of assets, channels, and tactics to build brand awareness and engagement among targeted audiences
- Creates digital collateral including social media posts, editorials, brochures, newsletters, reports, mailings, advertisements, event programmes, virtual experiences and other promotional material to maximize reach and engagement
- Oversees the production and scheduling of digital assets to ensure timely distribution that is in line with the overall annual Marketing Strategic Plan and its termly timelines
- Puts in place accurate means for measuring the effectiveness of each communication activity, identifying and tracking key performance indicators

- Proposes and implements initiatives and solutions to achieve identified campaign, communication and brand-awareness objectives
- Serves as team lead for standard and special digital marketing campaigns
- Assists with special events including the likes of Open Mornings and Expos as required, as well as general campus tours as necessary
- Uses a data-driven strategic approach to update School website content to encourage audience engagement, reporting on key performance metrics, including website traffic and conversions, to effectively evaluate and refine marketing tactics
- Implements enhancement initiatives to maximize functionality and usability of the School's website.
- Manages relationships with web developers, videographers, graphic designers, professional photographers, agencies and partners to drive results.
- Serves as a brand ambassador to ensure compliance and integration of messaging with all other School communication channels and across the Harrow Group organization more widely
- Oversees a secure repository of historical digital marketing material which may be recycled and adapted in the future
- Leverages a test & learn approach to continuously develop, optimize and improve upon digital campaigns & initiatives.

### Knowledge, Skills & Abilities

- *Digital marketing/marketing skills:*  
Proven track record in digital marketing, including content creation for messaging and promotion. Considerable knowledge of digital marketing analytics and search engine optimization. Skills in tracking key performance indicators and making data-driven recommendations. Skills in managing a website, developing and implementing digital campaigns, and using social media platforms. Skills in leveraging publicity to drive sales results; proven skill in promoting campaign events. Passion for staying up to date on latest digital trends and ability to apply these trends to a school product.
- *Communication skills:*  
Excellent command of both Mandarin and English. Outstanding grammar and written communications skills. A demonstrated ability to develop and execute marketing plans on schedule and write concisely and efficiently to promote connection with a targeted audience.
- *IT skills:*  
Excellent knowledge and skills in using the Microsoft Office Suite, Adobe Design Suite, web analytics and SEO functions.
- *Time management/Organizational skills:*  
The skill of working on multiple projects at a time under tight deadlines and in project management overall. Excellent attention to detail and efficient time manager who understands and can execute complex instructions.
- *Interpersonal/Communications:*  
Energetic, enthusiastic, rapport-building people-person with skill in building and sustaining relationships; a persuasive writer. Ability to work independently, and

within a team, and successfully meets goals and objectives. Excellent writer and presenter, with a good eye for graphics & creative. Demonstrates the ability to inspire commitment and action in others. Exhibits genuine interest in children and their education.

*Education and Experience*

- Bachelor's degree in a business, marketing, communications or other related field.
- One or more full years of experience in digital marketing communications in a school or other business setting.
- An equivalent combination of training and experience will be considered.

*Work Hours:*

- Due to the nature of the role, time commitments outside of usual office hours during weekends and evenings will occasionally occur.

**The School is committed to safeguarding and promoting the welfare of children. All adults in the School community are expected to follow its Child Protection procedures and are required to undertake safeguarding checks.**

If you are interested in an opportunity to work with a first class team of people, be part of an exciting and growing community and work in beautiful surrounding in a position that is much more than just an office job, please send your full resume with your current and expected salary by email to [hr\\_recruitment@harrowshanghai.cn](mailto:hr_recruitment@harrowshanghai.cn). Please state the job title and the reference code "HISSH/DMM/202109" in the subject of your email. All applications will be treated with strictest confidential. Only short-listed candidates will be notified.