



**JOB DESCRIPTION**

<b>Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed</b>		
Position Title	Social Media Marketer	Reference: 230821
Function/Department	Communications and Community Engagement	Location: SAIS
Manager Name & Title	Head of Communication and Community Engagement	
Position Type	Permanent	
Position Status	Full Time	
<b>Overview</b>		
<ul style="list-style-type: none"> <li>• The Social Media Marketer will report directly to the Head of Communication and Community Engagement and will be based in Singapore.</li> <li>• S/he will be a core part of the highly operational communications and community engagement team.</li> <li>• As a pro-active team player s/he will be responsible for social marketing user engagement, driving quality leads, and boost the online reputation for SAIS.</li> <li>• S/he will be working collaboratively with the Head of Communication and Community Engagement, Comms executives, Graphic Designer and Event coordinator, as well as divisions and Teaching &amp; Learning Heads.</li> </ul>		
<b>Responsibilities</b>		
<p><i>The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Designated Safeguarding Lead or to the Head or indeed to the Cognita Regional Safeguarding Manager so that a referral can be made accordingly to the relevant third party services.</i></p> <p>Social Media Marketer will administer the school's social media marketing and advertising (only for organic reach). Administration includes but is not limited to:</p> <ul style="list-style-type: none"> <li>• Deliberate planning, strategy, and goal setting</li> <li>• Development of brand awareness and online reputation</li> <li>• Content management (including website)</li> <li>• SEO (search engine optimization) and generation of inbound traffic</li> <li>• Reputation management</li> </ul> <p>The Social Media Marketer is a highly motivated, creative individual with experience and a passion for connecting with current and future customers. That passion comes through as she/he engages with customers on a daily basis, with the ultimate goal of:</p> <ul style="list-style-type: none"> <li>• Turning fans into customers.</li> <li>• Turning customers into advocates.</li> </ul> <p><b>Content Management</b></p> <ul style="list-style-type: none"> <li>• Administer the creation and publication of relevant, original, high-quality content (for all marketing channels)</li> <li>• Create a regular publishing schedule and promote content through social advertising.</li> <li>• Leverage the right tools to produce your content. (Canva, Adobe Photoshop, iMovie etc.)</li> </ul>		



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- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns across social media channels (Hootsuite)
- Working in collaboration with comms executive in delivering weekly email newsletters with targeted content to engage current users and maintaining KPIs (Stripo, HTML/CSS)

### **Visual Design and Web Development Strategy**

Create consistent visual content with the goal of a lasting effect on the viewer.

Whether it's your status updates, your landing pages, or your Facebook ads, what the audience sees is what they'll remember. Ensuring it's compelling and getting the point across.

### **Community Management**

Community leadership and participation (both online and offline) are integral to a Social Media Marketer's success. An essential component is communicating the company's brand in a positive, authentic way that will attract today's modern, hyper-connected users.

- Ability to listen, respond, ask questions, and engage your audience.
- Collaborate with relevant parties (both external and internal) to deliver new initiatives for the community.

### **Measure & Analyze to Establish ROI**

- Audience Growth
- Audience Profile
- Audience Engagement
- Content Reach
- Engagement by Content-Type
- Leads
- Response Rate and Quality
- Negative Feedback

Other duties and projects as assigned by the Head of Communication and Community Engagement, or such persons as the school may designate.

## **Qualifications / Requirements**

### Essential:

- The ideal candidate will have a bachelor's degree and 3 years of experience in digital marketing, brand management, or strategy consulting.
- Know there is no I in the team and is a collaborative team player.
- "Can do attitude" - a day to day problem solver.
- A continuous learner, experimenter.
- Experience launching and building consumer-facing brands in creative media, consumer technology, or eCommerce industries
- Ability to easily transition from high-level thinking to detailed creative execution and the ability to dive into the details.
- Storytelling skills
- Organized doer, you enjoy getting things done while moving fast!
- Demonstrates the Stamford core values - Integrity, Compassion, Ingenuity and Courage



**Stamford American**  
INTERNATIONAL SCHOOL

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Desirable:

Design thinking, digital marketing, mobile marketing, basic analytics, python, Excel pivot tables, Google-play, iTunes, amplitude, Google analytics, Facebook analytics, Facebook, pen(s) and paper as well as post-its, google-docs, some design tools occasionally maybe and ... human psychology.

**Contacts**

- Direct reporting to the Head of Communication and Community Engagement. May work directly with the Managing Director, Superintendent and Divisional Principals.
- Other support departments and External Vendors.
- Communications and Community engagement colleagues at Stamford, other Cognita schools and the Cognita organization.

**Working Conditions**

- Duties performed mostly within a school environment.
- Will be required to work independently and as part of a collaborative team effort.
- Extended working hours to complete some projects may be required.
- Occasional evening and weekend work.

**Terms of Employment**

- Working Hours: 8:00 am – 5:00 pm, Monday to Friday
- Annual Leave: 21 working days
- Medical Benefits: Medical insurance provided where applicable
- Sick Leave/Hosp: 60 days' hospitalization leave including 14 days of Sick Leave
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background Check: Required