



Stamford American
INTERNATIONAL SCHOOL
JOB DESCRIPTION

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

Position Title	Senior Marketing & Communications Executive	Reference: AUG2024COMMS
Function/Department	Marketing & Communications	Location: SAIS Woodleigh
Manager Name & Title	Head of Marketing Communications	
Position Type	Permanent	
Position Status	Full Time	

Position Objective

- The Senior Marketing and Communications Executive will be reporting directly to the Head of Marketing and Communications and will be based in Singapore.
- The Senior Marketing and Communications Executive will be a core part of the Marketing and Communications team.
- The Senior Marketing and Communications Executive should be a proactive team player responsible for digital marketing, driving quality leads, performance and optimisation for digital marketing campaigns and boosting the online reputation for SAIS.
- The Senior Marketing and Communications Executive will be working collaboratively with the Head of Marketing and Communications and the overall Marketing and Communications Executives, Graphic Design and Events Executives, as well as Division Principals and Teaching & Learning Heads.

Responsibilities

The job holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come 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, they 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.

The Senior Marketing and Communications Executive will be

- Assisting the team in the development of the overall digital marketing strategy
- Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, Email, Social Media, Mobile and Display)
- Manage and maintain the company's owned media including websites, email and CRM.



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- Manage the creation of relevant and engaging digital content for publishing onto various digital platforms.
- Manage digital advertising and SEO campaigns with agencies (SEM, Display, Programmatic)
- Set up conversion, UTM tagging, Pixel tracking for all campaigns and event tracking on the website and across various digital platforms and media partnerships.
- Experience in Dynamics, Mailchimp will be highly desirable.
- Conduct research on market trends, brand audiences and competitors, and end-to-end consumer journey to drive engagements and conversions.
- Analyze digital marketing reports and share insights with internal stakeholders and external agency teams to develop optimization plans.
- Stay abreast of emerging digital tools and platforms, digital marketing trends, new technologies and share insights with the rest of the team.

Qualifications/Requirements

- The ideal candidate should have a minimum of 4 to 5 years experience, will have a bachelor's degree in marketing, communications, journalism, or a related field, with experience in digital and performance marketing.
- Act as a key custodian of the Stamford brand, vision and values in all communications, and promote this with other stakeholders.
- Experience with content management systems (CMS), email marketing platforms, and production processes (graphic design, video editing, etc.)
- Deep knowledge of SEO and digital marketing best practices.
- Ability to build, maintain and manage collaborative relationships and expectations across different school functions.
- Ability to manage multiple high priority tasks in a fast paced, highly demanding environment.
- Adaptable and willing to take on a range of tasks, including occasionally outside scope of work, as directed by the Head of Marketing & Communications.
- Well-developed communications, interpersonal and influencing skills to motivate and work cooperatively with others.
- Photo and video editing skills experience
- In-depth understanding of the marketing funnel and mapping of the customer journey.
- Creative thinking and problem-solving skills.

Contacts

- Direct reporting to the Head of Marketing & Communications. May work directly with the Managing Director, Operations, Director of Admissions and Marketing, Superintendent and Divisional Principals.
- Other support departments and External Agencies.
- Marketing and Communications colleagues at Stamford, other Cognita schools and the Cognita organization.



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Working Conditions

- Duties performed 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: 14 days sick leave and 60 days hospitalization leave (including sick leave)
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background Check: Required

SAIS is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Pre-employment background checks are mandatory and appointments are strictly subject to confirmation that all reference and background checks are completed to the satisfaction of Cognita, SAIS' holding organization.

We are an equal opportunity employer and disallow discrimination of age, ethnic origin, nationality, gender, religion, sexual orientation, family status, pregnancy, marital status, medical or mental health history, physical characteristics or disability. We welcome applications from all qualified candidates.

We regret that only shortlisted candidates will be notified.