

## DIGITAL MARKETING COORDINATOR JOB DESCRIPTION

<b>LOCATION</b>	Fieldwork Education, London
<b>JOB PURPOSE</b>	To ensure the quality standards and processes are in place to oversee the smooth transition of schools through the stages of the school lifecycle, from the point that they initially access the International Curriculum, through to the repeat accreditation of the school, with the generation of awareness and promotion of the International Curriculum at each stage.
<b>REPORTING TO</b>	Head of Operations and MarComms
<b>DIRECT REPORTS</b>	N/A
<b>OTHER KEY RELATIONSHIP</b>	Campaign and Communications Specialist, CRM Specialist, Customer Experience Specialist

KEY RESULT AREA	MEASUREMENT OF PERFORMANCE
<b>Digital Communications</b>	
<p>To support schools at their varied stages of lifecycle and support their needs with the Fieldwork Education range of support and services, targeted toward:</p> <ul style="list-style-type: none"> <li>▪ Non-members <ul style="list-style-type: none"> <li>○ Drive engagement of potential new schools through quality copy/content and utilizing different social media channels</li> <li>○ Management of public website content and user experience to convert website traffic to leads</li> <li>○ Monitor SEO, google analytics and social media impact to continuously improve customer engagement</li> <li>○ To oversee the design and distribution of key outreach mailings using Dotmailer and non-member databases</li> </ul> </li> <li>▪ Members <ul style="list-style-type: none"> <li>○ Drive engagement of members through quality copy/content and utilizing different social media channels</li> <li>○ Management of member website content and user experience in order to convert website traffic to member-targeted offerings</li> <li>○ To oversee the design and distribution of key outreach mailings using Dotmailer to our community of member schools</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Increase of number of incoming quality leads across all product areas</li> <li>▪ Increase in engagement of customers through digital communication</li> <li>▪ Increase in demand of support services and member-targeted business</li> </ul>

<b>Design</b>	
<p>To support the key departments with design needs across:</p> <ul style="list-style-type: none"> <li>▪ International Curriculum</li> <li>▪ International Outreach and Development</li> <li>▪ Operations and MarComms</li> <li>▪ Professional Learning and Quality</li> <li>▪ Accreditation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Projects completed to time and deadline.</li> </ul>
<b>Campaigns</b>	
<p>Lead on the development of digital marketing campaigns including email marketing, PPC and social media in order to drive new and repeat business to the organisation</p>	<ul style="list-style-type: none"> <li>▪ Increase in demand of new business and repeat business for support services and member-targeted business</li> </ul>
<b>Professional and Personal Development</b>	
<ul style="list-style-type: none"> <li>▪ Continual development through the identification and implementation of your own Personal Development Plan</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improved performance</li> <li>▪ Performance appraisal</li> <li>▪ Personal Development Plan</li> </ul>
<b>PERSONAL SPECIFICATIONS – Skills Knowledge and Experience</b>	
<ul style="list-style-type: none"> <li>▪ Email marketing software experience including Dotmailer</li> <li>▪ Graphic design experience across a range of software applications – (Indesign, Photoshop, Illustrator etc)</li> <li>▪ High level of attention to detail with spelling and grammar</li> <li>▪ Knowledge of Social Media usage to drive brand awareness and engagement</li> <li>▪ Comfortable creating and editing HTML and CSS</li> <li>▪ Editing and contributing to website content through CMS systems and creation of Emails through Email Marketing Software</li> <li>▪ Precise tracking of online and offline campaign activity, reporting and analytics of all activity</li> <li>▪ Able to use Google AdWords, Google Analytics, Google Webmaster tools and Email Marketing software's such as Vertical Response/pure 360, Mail Chimp, Campaign Monitor</li> </ul>	Essential
<ul style="list-style-type: none"> <li>▪ Photography and video production</li> <li>▪ CRM integration with CMS systems</li> <li>▪ Understanding of Sales force CRM</li> </ul>	Desirable
<b>Personal Attributes</b>	
<ul style="list-style-type: none"> <li>▪ High levels of personal integrity</li> <li>▪ Conscientious and able to focus on completing work to a consistently high standard</li> <li>▪ Flexible and positive approach to work</li> <li>▪ Excellent organisational and time-management skills; high attention to detail</li> <li>▪ Ability to work to tight deadlines and able to prompt others to ensure deadlines are achieved</li> <li>▪ Adaptable to working in a fast paced ever changing environment</li> <li>▪ Ability to work under pressure and remain calm</li> <li>▪ Proactive and willingness to take on multiple tasks</li> </ul>	

- Self-motivated and enthusiastic
- Ability to work independently
- Must be a team player, willing to help and be flexible
- Continually strive for improvement

#### **Other**

- Hold a current Enhanced Criminal Records Bureau Disclosure or equivalent for countries lived in outside of the UK.
- Compliance with visa requirements for working in [Location].
- A commitment to safeguarding and promoting the welfare of all pupils. And the willingness to undertake appropriate child protection training when required

## PHILOSOPHY AND VALUES

### We are ambitious for our students, our people and our family of schools. We believe that:

- There is no limit to what every person can achieve.
- Creativity and challenge help us get better every day.
- Learning should be personalised.
- Unique global opportunities enhance the learning experience.

### The NAE Commitment

At Nord Anglia Education, we work every day to inspire our schools, our students and our employees to be the best they can be, and we are ambitious for them all to achieve more than they thought possible in their personal, social and academic endeavours. Within our family of schools, this aspiration is underpinned by a commitment to always act with **respect, integrity, openness, courage and ambition**. These qualities are the foundation of how we approach our work and roles within NAE and are shared by everyone in our global family.

### Promote and embodies *The CORE 7 Leadership Capabilities:*

- **Accountable** – Establishes a high performing culture and accepts accountability for organisational performance.
- **Strategic** – Leads opportunity and is committed to continuous improvement aligned with the organisational vision and direction
- **Collaborative** – Works collaboratively with others to achieve organisational outcomes
- **Entrepreneurial** – Creates organisational value for diverse stakeholders and achieves commercial success
- **Enabling** – Drives excellence through valuing and developing others
- **Agile** – Achieves personal and organisational success within a changing, dynamic and complex environment
- **Resilient** – Demonstrates personal resilience within a demanding environment of high expectations

- Role-model the 'Be Ambitious' philosophy each day
- Feedback as a valued member of the team and the wider organisation

Dear Applicant,

Nord Anglia Education is the world's leading premium international schools organisation. Our 56 international schools are located in China, Europe, Middle East, Southeast Asia and the Americas. Together, they educate more

than 51,000 students from kindergarten through to the end of secondary education. We are driven by one unifying philosophy: we are ambitious for our students, our people and our family of schools.

Each Nord Anglia Education school is unique in character and tailored to meet the needs of their specific location. However, our schools are also united by the quality education they offer, the excellence of the student experience and the dedicated staff and management in our schools.

Most of the Nord Anglia schools benefit from our performing arts collaboration with The Juilliard School as well as our Global Campus, which offers unique global experiences for students at every age. Many of our schools will also benefit from our new approach to teaching STEAM subjects (science, technology, engineering, arts and maths) through our collaboration with the Massachusetts Institute of Technology (MIT). Our goal as the leading international schools organisation is to provide an education so that students can succeed academically, socially and personally.

Our schools educate students from pre-school to the end of secondary education. Curricula taught in our schools include the English National Curriculum, International Baccalaureate, American Curriculum, Swiss Curriculum, French Curriculum and Shanghai National Curriculum.

We have a global community of over 10,000 teachers and staff, working in 56 schools located in 27 countries around the world supporting our students' learning. Together, we educate over 51,000 students globally from the ages of 2 to 18 years old.

Our students come from a wide mix of backgrounds and cultures and a typical school may have up to 60 different nationalities. A Nord Anglia Education student benefits not only from the richness and expertise within their own school environment, but also from other schools across the Nord Anglia Education family through our Global Campus. Similarly, our teachers can interact with fellow teachers around the world through Nord Anglia University, our bespoke online platform designed by teachers for teachers to provide unrivalled professional development opportunities.

Although our schools are non-selective, year on year our students' academic achievement exceeds global averages across every key stage. On average, our students' score almost four points above the global average in their IB Diploma, and one in three students goes on to study at one of the world's top 100 universities.

Our schools are amongst the most respected premium schools in their markets and are a very popular choice for parents.