

PERFORMANCE MARKETING EXECUTIVE JOB DESCRIPTION

LOCATION	London	
JOB PURPOSE	Assist with the optimization and creation of paid search & media campaigns to deliver lead generation targets, working closely with regions and schools to apply local insight.	
REPORTING TO	Digital Performance Manager	
DIRECT REPORTS	N/A	
OTHER KEY RELATIONSHIP	<i>Internal</i> <ul style="list-style-type: none"> • Regional Heads of Digital • School Directors of Admissions & Marketing (DAMs) • Other Central MAC team members • Regional and School MAC teams 	<i>External</i> <ul style="list-style-type: none"> • Digital agencies (web, search, brand, creative, social) • CRM agency • Media partners (referral websites)

KEY RESULT AREA	MEASUREMENT OF PERFORMANCE
Engagement and Interaction	
Provide appropriate coaching and best practice sharing to school MAC representatives as needed. <ul style="list-style-type: none"> ▪ Contribute regularly to team discussions. 	<ul style="list-style-type: none"> ▪ Employee performance review rating(s) ▪ Team feedback
Functional Expertise	
Be at the forefront of overall performance marketing knowledge <ul style="list-style-type: none"> ▪ Keep up to date with industry news and developments ▪ Experience/understanding of all various digital media channels (SEM, Display, Programmatic, Social Media) and the potential for Nord Anglia ▪ Understand each school and region's unique search challenges and apply optimization techniques to test and deploy to keep each school ahead in their market. ▪ Provide regular reports and insight to campaigns as needed. 	<ul style="list-style-type: none"> ▪ Earned respect from regional and central teams as 'go to' person on performance marketing
Operational Expertise	
Support the delivery of group wide paid media campaigns (emphasis on PPC) ensuring that they are executed to plan and are meeting targets <ul style="list-style-type: none"> ▪ Fulfil relevant daily, weekly, monthly and quarterly tasks ensuring that all campaigns are executed to plan and meet the targets. ▪ Work with Digital Performance Manager to ensure that: <ul style="list-style-type: none"> - Campaigns / projects timelines, cost estimates, schedules and forecasts are accurately developed and 	<ul style="list-style-type: none"> ▪ YOY lead generation targets ▪ CPL / CVR ▪ Positive feedback to manager from regional and school teams ▪ Positive feedback to manager from agency head

<p>adhered to.</p> <ul style="list-style-type: none"> - Campaigns are set up and optimized in the correct way, according to brief and best practices. - Budgets are spent within daily / monthly limits. - Campaigns are monitored regularly and hit relevant targets. - Reports and presentations are delivered to the highest level of quality and integrity. <ul style="list-style-type: none"> ▪ Input into search briefs before they are executed to ensure that campaigns are most effective. ▪ Help in preparing performance review presentations. ▪ Provide regular results analysis, reporting and recommendations. ▪ Have regular calls with Regional Heads of Digital to align on regional campaign priorities. ▪ Keep wider digital team updated with work schedule and performance fluctuation. ▪ Have input in developing short and long-term search strategies. ▪ Constantly review and A/B test ad creative to improve performance and best communicate our schools USPs. ▪ Develop strong relationships with our agency partners to ensure that our team are getting the best from their expertise and that our campaigns are always fully aligned to global strategy. 	
Professional and Personal Development	
<p>Take a proactive approach to personal development planning using company toolkits and procedures as appropriate.</p> <ul style="list-style-type: none"> ▪ Take ownership for personal development and work with Digital Performance Manager to develop and implement a focused and straightforward Personal Development Plan. ▪ Take ownership for requesting feedback from others in a timely fashion. ▪ Provide both constructive and appreciative feedback both unprompted and when asked. 	<ul style="list-style-type: none"> ▪ Positive performance appraisal
PERSONAL SPECIFICATIONS – Skills, Knowledge and Experience	

<ul style="list-style-type: none"> ▪ Bachelor's Degree. ▪ Hands on PPC experience. Google, Bing, Yandex, Baidu ▪ Hands on experience of Google Display Network campaign implementation. ▪ Hands on experience of paid social campaign implementation e.g. Facebook, LinkedIn. ▪ Good cross-cultural, interpersonal & communication skills to interact with diverse nationalities and cultures. ▪ Excellent analytical skills – with the passion and drive to demonstrate and quantify success. ▪ Results orientated with the ability to consistently map efforts against identified KPIs and ROI. ▪ Up-to-date with the latest trends and best practices in website development and measurement. ▪ Google Adwords & Bing Ads certified. ▪ Experience in budget management. ▪ Experience with Google Analytics and Google 360 ▪ Direct to consumer performance targeting experience - lead generation experience 	Essential
<ul style="list-style-type: none"> ▪ Experience in project management and the ability to prioritize work against the organisation's goals. ▪ CMS experience will be an advantage. ▪ Additional languages an advantage ▪ Experience of scaling digital acquisition campaigns in multiple countries outside UK ▪ Digital creative for social and display – imagery and CTA development 	Desirable
Personal Attributes	
<ul style="list-style-type: none"> ▪ High levels of personal integrity ▪ Conscientious and able to focus on completing work to a consistently high standard ▪ Flexible and positive approach to work ▪ Excellent organisational and time-management skills; high attention to detail ▪ Ability to work to tight deadlines and able to prompt others to ensure deadlines are achieved ▪ Adaptable to working in a fast paced, ever-changing environment ▪ Ability to work under pressure and remain calm ▪ Proactive and willingness to take on multiple tasks ▪ 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.

Promotes 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 73 international schools are located in China, Europe, Middle East, Southeast Asia and the Americas. Together, they educate more than 67,000 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 14,000 teachers and staff, working in 73 schools located in 30 countries around the world supporting our students' learning. Together, we educate over 67,000 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.