

LOCATION	British International School Budapest	
JOB TITLE	Marketing Officer	
JOB PURPOSE	<p>To drive enrolment growth by:</p> <ul style="list-style-type: none"> - Raising awareness of the school leading to higher enquiries - Developing online and offline materials that positively influence parent decision making leading to higher conversion of leads - Creating ambassadors out of our current parents through outstanding communications and experiences that lead to higher 'would recommend rates' <p>The role will span both strategic planning and implementation, and will have responsibility for a range of online and offline touch-points.</p>	
REPORTING TO	Director of Admissions and Marketing	
DIRECT REPORTS	None	
OTHER KEY RELATIONSHIPS	<p>Internal</p> <ul style="list-style-type: none"> • Admissions staff • Teaching staff • Administrative staff, especially Finance • Regional Director Admissions & Marketing • Central Marketing Teams based in Head Office • MAC Teams members at other NAE schools <p>External</p> <ul style="list-style-type: none"> • Advertising/Digital media agencies/consultants • Press and media contacts • Print agencies / suppliers 	
PACKAGE	Competitive	
KEY RESULT AREA	MEASURES OF PERFORMANCE	
<p>1. UNDERSTAND THE MARKET</p> <ul style="list-style-type: none"> ▪ Annually review the main competitors to BISB: their messages and visual identity and keep up to date with any news through the year ▪ Working with the DAM, conduct regular parent market research to (a) segment and target the market and (b) understand perceptions of the offer by parents, students, and third-party influencers (companies, relocation agents) ▪ Understand the local media landscape to identify the best way to reach our target parents 	<ul style="list-style-type: none"> ▪ Annual review of the Budapest schools market ▪ Database of local market information maintained ▪ Completed agreed number of customer market research surveys 	
<p>2. RAISE AWARENESS OF THE SCHOOL</p> <p>Digital</p> <ul style="list-style-type: none"> ▪ Ensure a 12 month plan for Google PPC is funded and in place ▪ Deliver SEO to ensure high level search rankings ▪ Utilise Facebook ads and boosted posts ▪ Maintain an up to date and complete presence on Referrer websites (paid and unpaid listings and sponsorships) 	<ul style="list-style-type: none"> ▪ Unique new web visitors ▪ Search rankings ▪ Increase in brand recognition 	

<ul style="list-style-type: none"> ▪ Monitor outside blogs and forums to ensure a positive presence for BISB <p>Offline</p> <ul style="list-style-type: none"> ▪ Ensure correct signage for local visibility ▪ Evaluate specialist publications (e.g. Expat classified magazines) where BISB should be present and develop an appropriate media plan 	
<p>3. INFLUENCE PARENTS CONSIDERING BISB</p> <p>Website</p> <ul style="list-style-type: none"> ▪ Maintain and develop the main BISB website (based on central NAE templates/CMS) as a marketing tool ensuring up to date and regularly refreshed content <p>Content development:</p> <ul style="list-style-type: none"> ▪ Work with teaching staff to bring together news and thought leadership content that can be disseminated through multiple channels (e.g. newsletters, social posts, blog posts). ▪ Work with staff to ensure that events are photographed and reported ▪ Maintain an up to date bank of photography and video and bring in external providers as needed to deliver that 	<ul style="list-style-type: none"> ▪ Online enquiry forms completed ▪ Conversion of web traffic to enquiry
<p>4. ASSIST CONVERSION OF PARENTS IN CONTACT WITH BISB</p> <p>Develop a suite of printed/physical admissions collateral:</p> <ul style="list-style-type: none"> ▪ Folders ▪ Prospectus or fast-facts equivalent ▪ Year group/curriculum guides ▪ Timetables and other logistics info ▪ Application and Enrolment forms ▪ Merchandise (e.g. Rubik's Cube) 	<ul style="list-style-type: none"> ▪ Enquiries ▪ Lead conversion
<p>5. CREATE A SENSE OF COMMUNITY AMONGST PARENTS, STUDENTS AND STAFF</p> <p>Parent Relations</p> <ul style="list-style-type: none"> ▪ Work with DAM to ensure the weekly newsletter is produced, proofed and distributed ▪ Working directly with staff to generate news and visuals to be distributed to parents ▪ Acting as a 'nerve centre' for communications, supporting teachers ▪ Promotion of co-curricular options available to students ▪ Build an online community through social media: Starting with Facebook and Twitter and also introducing Instagram ▪ Production of an annual yearbook (in collaboration with an external agency) 	<ul style="list-style-type: none"> ▪ 'Would Recommend' score ▪ Switcher rates

<p>Events</p> <ul style="list-style-type: none"> ▪ Development with the DAM and teaching staff of an annual calendar of events (big and small for parents and students) ▪ Promoting the events to parents and students ▪ Working with the wider MAC team and teaching staff to deliver those events ▪ Capturing the story and images from the events ▪ Sharing the story and images from the events wherever possible and appropriate (e.g. newsletters, social media, blog on website) <p>In-school displays and brand/campaign visibility</p> <ul style="list-style-type: none"> ▪ News screens content and work with receptionists to ensure uploaded throughout the school ▪ Ensuring that central NAE campaigns (Be Ambitious, Global Campus, Juilliard and later MIT) are visible in displays, posters and banners ▪ Ensuring that the unique identity of BISB is visible in the décor and displays/posters throughout the school. 	
<p>6. OPERATIONS</p> <p>Strategy and planning</p> <ul style="list-style-type: none"> ▪ Assist the DAM with the development and evaluation of marketing strategies for the school to deliver business goals and enhance relationships with key stakeholders. ▪ Work with the DAM to ensure delivery of the marketing strategy consistently throughout the school ▪ Manage and develop agency relationships ▪ Act on any SLT requirements that may come up week by week <p>Tracking and oversight</p> <ul style="list-style-type: none"> ▪ Protect the School's brand and work with the DAM to ensure all school collateral, communications and events adhere to the school brand guidelines and are entirely consistent in message and content. ▪ Help to prepare timely reports including both statistics and narrative on marketing and communications activities 	<ul style="list-style-type: none"> ▪ Marketing plan and annual plan is in place ▪ Regular reports and analysis ▪ Brand compliance ▪

PERSON SPECIFICATIONS	
Qualifications/Training	
▪ Bachelor's Degree (preferably in Business Studies, Marketing, Economics etc)	Essential
Experience / Knowledge/ Skills	
▪ 2+ years working in a marketing team/environment	Essential
▪ Good cross-cultural, interpersonal & communication skills to interact with diverse nationalities and cultures	Essential

▪ Experience of having worked within a service delivery sector, education sector experience a bonus	Essential
▪ Experience in using digital and social media trends and tools to influence the sales life cycle	Essential
▪ Strong analytical skills and evaluation of ROI, KPI	Essential
▪ Good copywriting skills with excellent written English	Essential
▪ Excellent time management skills and flexibility in dealing with multi-functional tasks	Essential
▪ Up-to-date with the latest trends and best practices in marketing and measurement	Essential
▪ Experience of working with design packages to produce posters, presentations and documents	Essential
▪ Experience of working with CRM systems and integration with the sales life cycle	Desirable
Personal Attributes	
▪ Creative and technical thinking ability	Essential
▪ Self-motivated, flexible and adaptable to different tasks at hand	Essential
▪ Proactive and calm working under pressure	Essential
▪ High level of integrity	Essential
▪ Excellent time management and organisational skills	Essential
▪ Proficient communicator both oral and written	Essential
▪ Excellent attention to detail	Essential
▪ Affinity with and interest in education	Desirable
▪ Interest in the ever changing digital marketing technology	Desirable

OTHER CONDITIONS

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.