

# SHANGHAI AMERICAN SCHOOL

**TITLE:** MARKETING AND COMMUNICATIONS SPECIALIST

**POSITION SUMMARY:**

Under the supervision of the Director of Marketing & Communications, the Marketing Specialist develops and implements a wide range of marketing efforts.

**SUPERVISED, EVALUATED BY & REPORTS TO:**

Director of Marketing & Communications

**QUALIFICATIONS:**

- 8+ years experience in marketing or related field
- Strong English skills required, Mandarin fluency advantageous
- Experience in inbound marketing, including social media marketing and SEO
- Demonstrated knowledge of marketing principles and experience in marketing campaigns
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies inside and outside the community
- Ability to plan ahead, meet deadlines and work under pressure
- Sound organizational skills; self-motivated
- Willingness to work irregular hours and on weekends, when required
- Ability to handle numerous assignments simultaneously and bring to completion
- Ability to frame complex and conceptual problems and develop actionable plans

**PERFORMANCE RESPONSIBILITIES:**

- Conduct primary market research to uncover critical insights of Shanghai international school target families to improve reach and resonance with both prospective and current families
- Develop marketing toolkit including family personas, market sizing, and segmentation based on research and data in order to inform promotional and communications strategies
- Identify statistical data sources to help project size of total addressable market in next 1-3 and 3-5 years
- Execute and evaluate outbound marketing, advertising, and PR campaigns in to achieve measurable improvement in brand recognition and increase in top funnel in admissions
- Plan, execute, and track effectiveness of inbound marketing using insights from personas research to reach local expat, local Chinese, and future incoming segments
- Work with videographers, writers, and webmaster to plan content that resonates with current and prospective families and is consistent with the SAS brand
- Work with webmaster on search engine optimization and website wayfinding based on web analytics and use case to improve relevance and navigation of website content
- Support the marketing needs of SAS events as needed and other duties as assigned.

**SAS BELIEVES:**

- That each employee makes a significant contribution to our success,
- That contribution should not be limited to the assigned responsibilities.

Therefore, this position description is designed to outline primary duties; qualifications and job scope, but not limit the employee or SAS to only the work identified. It is the expectation of the School, that each employee will offer his/her services wherever and whenever necessary to ensure the success of our organization.