



## Marketing Coordinator

### Profile and Job Description

The role of the Marketing Coordinator is to support the Director of Marketing and the Marketing Department in the development and execution of all marketing initiatives, campaigns, and strategies for Peponi Schools. The Marketing Coordinator is responsible for ensuring consistency in the Peponi brand and ensuring that our core values and ethos are reflected in all marketing activities targeted at our current and prospective parents and pupils. As well as administrative duties, the Marketing Coordinator is expected to be creative with excellent communication skills. He or she will be involved in creative tasks such as content creation, managing social media accounts (including the creation of images and videos) and coordinating events organised by the Marketing Department.

### Responsibilities

- Undertake daily administrative tasks to ensure the functionality and coordination of the department's activities
- Assist in ensuring all pupil data is up to date
- Generate reports from the CRM including analytics for the use of the Marketing Department
- Support the Marketing Department in organising various events
- Assist in the design of school merchandise
- Creation and design of promotional materials such as flyers, billboards, magazines etc...
- Creation and design of internal publications such as Pep Talk and PHKK newsletters
- Creation and design of school signage
- Coordinate school photography and videography, to include photography of all major school events, class and individual photographs
- Creating parent/ pupil questionnaires with the ability to analyse questionnaire feedback
- Conduct market research to identify the target audience's needs, competition, and trends to help in creating marketing strategies and plans
- Monitor marketing campaigns' progress and results to gather data to help improve performance



- Assist in the organisation and coordination of marketing and promotional events, such as conferences, exhibitions, and sponsored events
- Assist in creating and updating content on multiple platforms, including website, social media accounts, blogs, and emails
- Prepare and deliver promotional presentations
- Assist in the writing of marketing literature, such as, prospectuses, brochures, articles, and press releases
- Communicate directly with suppliers and various service providers

Key skills required:

- Organisational skills
- Market awareness
- Good teamworking skills
- Communication skills
- Advanced IT skills, including using spreadsheets to analyse data and creative software to design visual content
- Adaptability
- The ability to analyse data and spot trends
- Attention to detail and the ability to work under pressure

