



**HARROW**  
BEIJING

*Leadership for a better world*

**JOB DESCRIPTION (NON ACADEMIC)**

**I. Job Information**

<b>Job Title:</b>	Marketing Officer
<b>Department:</b>	Marketing
<b>Grade:</b>	G4
<b>Line Manager's Job Title:</b>	Marketing Manager

**II. Job Specification**

**Main purpose of job:**

Marketing Officer will take ownership of the WeChat platform. S/he will be responsible for developing a content strategy, creating high-quality content which effectively promotes the school values and increases brand awareness and the follower base.

Her/His other responsibilities include doing market intelligence research, managing the school website content and assisting the Marketing team in developing digital campaigns and organizing offline events.

**Provide key results to be achieved by this position and a breakdown of the main duties and responsibilities, as well as the percentage of time they occupy:**

<b>Key areas of accountabilities</b>	<b>Main duties &amp; responsibilities to support achieving accountabilities</b>	<b>% of time</b>
1. WeChat content creation	<ul style="list-style-type: none"><li>- Make content calendar on a monthly basis. Content planned must promote school values, student achievements and major school events in a strategic way.</li><li>- Create compelling content which grows the follower base in a stable way:<ul style="list-style-type: none"><li>o Write original articles in social media language.</li><li>o Develop fun community engagement WeChat campaigns to drive traffic to the account.</li><li>o Liaise with teachers and students to gather marketing material in an efficient manner.</li></ul></li><li>- Produce data analysis reports which provide a clear picture of social media performance as well as intelligence on competitor schools.</li></ul>	60%



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2. School website management	<ul style="list-style-type: none"> <li>- Keep the content on the school site fresh and up-to-date.</li> <li>- Make sure that the advertising copies published on the website are in professional PR language.</li> </ul>	20%
3. Event management	<ul style="list-style-type: none"> <li>- Support internal and external events, such as student recruitment fairs, school festivals, governors' celebrations parties etc.</li> </ul>	15%
4. Team support	<ul style="list-style-type: none"> <li>- Other tasks assigned by Line Manager.</li> </ul>	5%
<b>Resources managed – line management and financial resources:</b>	Line management: NIL	
	Financial resources managed: NIL	
<b>Key working Relations and network</b>	<b>Internal:</b>	
	<ul style="list-style-type: none"> <li>- All staff</li> </ul>	
	<b>External:</b>	
	<ul style="list-style-type: none"> <li>- PR agencies</li> <li>- Vendors</li> <li>- Media partners</li> <li>- Teachers, students and parents</li> </ul>	
<b>Key performance indicators for this position (KPIs):</b>		
<ul style="list-style-type: none"> <li>- Positive attitude on work</li> <li>- Efficiency and quality of daily work</li> <li>- Efficiency in managing digital platforms</li> <li>- Compliance with school policy and procedures</li> </ul>		

**III. Person specifications**

**1. Core Values to be demonstrated by the job holder:**

Harrow Key Value	Underpinning statements
Leadership for a better world	Contributing Positively to Community
	Applying Knowledge with Compassion
	Solving Problems Collaboratively
	Solving Problems through Communication
	Making Just Choices
	Facing Challenges with Determination

**2. Functional Competencies to be demonstrated by the job holder:**

**For a non-manager's role:**

	Name of Competence
Competence 1	Managing self and resources
Competence 2	Delivering results
Competence 3	Customer focus
Competence 4	Problem solving



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Competence 5	Team work
Competence 6	Communicating
Competence 7	Learning and development

**3. Specific specialised knowledge, professional skills, qualifications or experience required for this job:**

<b><u>Minimum Academic Degree required</u></b>				
- Bachelor degree in Marketing, public relations, journalism or related areas				
<b><u>Professional skill and knowledge required</u></b>				
- Exceptional writing and copy-writing skills in both English and Chinese				
- Excellent photography and picture editing skills				
- Deep knowledge of social media trends and digital marketing tools				
- Strong interpersonal and communication skills				
- Creative, proactive, good team player and able to work under pressure				
<b><u>Experience</u></b>				
- 2 years' experience in a marketing role, preferably with a PR agency				
- Proven track record in creating content for social media. Samples from previous work must be provided.				
- Experience in working with multiple stakeholders in a multicultural environment				
<b><u>Language</u></b>				
	<b>Confidence</b>	<b>Intermediate</b>	<b>Operational</b>	<b>Extensive</b>
<b>Chinese</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>English</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b><u>IT Skills</u></b>				
- Microsoft Office and knoweldge of relevant softwares.				

**4. Other job-related or local special factors not mentioned above:**

4.1 Non – crimal record issued by police authorities must be provided by the selected candidate.
4.2 A small amount of out-of-hours working may be needed for special events. This will generally be compensated by time off in lieu.
4.3 Harrow Beijing is committed to safeguarding and promoting the welfare of children and young people and expects all staff and those connected to the school to share this commitment.
4.4 Travel frequency
<input type="checkbox"/> No travel required <input checked="" type="checkbox"/> Occassional travel required <input type="checkbox"/> Frequent travel required