

## **Content & Digital Marketing Officer (5 months)**

*Part time*

*Picture* yourself starting your day surrounded by the joyful sight of children playing together on the school field. As our temporary Content & Digital Marketing Officer, your role involves crafting compelling narratives for marketing campaigns. Today, you're capturing moments of students in action, creating engaging content for a diverse audience.

Working alongside a dedicated team of experienced teachers and administrative staff, each with their unique cultural backgrounds, you contribute to providing a secure and welcoming environment for children aged 18 months to 12 years.

Are you an energetic and passionate person that fits well in a place where you can work in a diverse and hands-on environment? Are you able to proactively create new content and execute the digital marketing plan of the school? Then this may be the right role for you.

### **The role**

To further increase our school's brand awareness and improve our online positioning, we are looking for an experienced content creator to elevate our social media channels as well as our monthly blogs and newsletters. We have an existing content strategy in place and require you to execute this strategy.

To be successful in this role it is key that you are able to both create as well as coordinate content. Working for an international school will require you to translate educational approaches to bite-size and understandable content that caters to the needs and expectations of our target audience.

### **Your responsibilities**

- Content Creation: Collaborate with the business team to create engaging, relevant, and brand-aligned content to captivate our audience, ensuring consistent messaging across all platforms/channels.
- Digital/Social Media: Develop and execute digital marketing calendar to increase online visibility and drive traffic to the organisation's website and social media platforms with paid/earned/owned media.
- Analytics and Reporting: Monitor, analyse, and report on the performance of online and social media campaigns and engagement activities, making recommendations for improvement

- CRM Management: Manage and execute email campaigns. Utilise results from the campaign and make necessary adjustments.
- Event and Administrative Support: Support the organisation of events, trade shows & fairs, and promotional activities/campaigns.
- Liaise with the different partners inside and outside the school to ensure consistent messaging, data collection, and development of new materials.

As part of the Business team, you will work with your colleagues, the management, teachers and our school's board to promote our school in Singapore and beyond.

#### You have:

- A Bachelor's degree in Marketing/Communication or a related field
- Minimum of 3 years experience in marketing, preferably in the education sector
- A proven track record creating content for social media such as Instagram, Facebook, and LinkedIn
- Proficiency in design/editing software (Photoshop, InDesign, Canva), digital marketing tools, social media platforms, and CRM management systems would be an advantage
- Experience with SEO copywriting & SEM
- A proactive, hands-on mentality
- The ability to work independently as well as collaboratively
- A good sense of the latest marketing & social media trends
- Excellent English communication and writing skills.

#### We offer you

A temporary contract from the date of employment until 30 August 2024. Part of the benefits package is a salary of SGD 2,125, monthly transport allowance and 12.5 holidays based on a year contract, 20-hour workweek.

#### Application process

Candidates who believe they meet the requirements may send their application to [recruitment@hollandinternationalschool.sg](mailto:recruitment@hollandinternationalschool.sg).

The application must include the following:

- Cover letter
- Curriculum Vitae
- 2 referees

Shortlisted candidates will be invited for an interview at our school or via Zoom.

### This is us

Holland International School (former Hollandse School Limited) is a school that provides excellent primary school education in the Dutch and English language. With attention to individual learning needs in a safe and tight-knit community, each child will soon feel at home. With more than a century of educational experience in Singapore, Holland International School creates a rich learning environment, where students are empowered to achieve their best.

At Holland International School we offer two learning streams with an international focus and based on one Dutch-rooted approach to education. Within the English Stream, the language of instruction is English for both the English National Curriculum and the International Primary Curriculum (IPC). The Dutch Stream offers a mirrored learning experience, with the Dutch National Curriculum and IPC delivered in Dutch. As part of the daily curriculum, children also have access to either Dutch or English language lessons.

Our school's culture and education approach distinguishes us from other International Schools in Singapore. Our students learn in an inquiry-based yet structured way. They are given ownership of their learning which allows them to set their own goals and pursue areas of personal interest. At the same time, they are encouraged to be social learners who are global-minded. Teachers tailor lessons to the different learning needs and talents of their students, to empower each pupil to achieve their best.