

## **VI. Marketing Officer**

Prime Function To coordinate and execute marketing activities for LCMS and CSPA's new and existing programs.

### **Responsibilities:**

- Develop and maintain content and communications for marketing campaigns, activities and events.
- Plan and prepare application focused content specifically for publication and sharing across different media channels, including social media posts, email, guides, brochures, newsletters.
- Coordinate requirements for promotional material as defined by the School administration
- Assist with copywriting, artwork, and web workflow for planned print and digital marketing communications.
- Maintain and update the website of LCMS & CSPA.
- Maintain and update Facebook, Instagram posts of LCMS and CSPA
- Execute marketing and event campaigns as defined by the school administration.
- Maintain up to date archives of all marketing files.
- Assist with content management upkeep including shared drives and content libraries.
- Post marketing updates through internal communication channels.
- Plan and implement social media and social proof campaigns for specific marketing goals. Research relevant sources for content, such as scientific publications, industry media and social media outlets.
- Keep up to date with best practices in writing for the web and social media.
- Keep up to date with industry specific trends and activities that are utilized to communicate with customers.
- Carry out other related tasks as required.

- Keep a database of all inquiries stored in Google drive.

### **Qualifications**

- Proven experience as marketing officer or similar role
- Solid knowledge of marketing techniques and principles
- Good understanding of market research techniques, statistical and data analysis methods.
- Excellent knowledge of MS Office and marketing software (e.g. CRM)
- Thorough understanding of social media and web analytics.
- Excellent organizational and multi-tasking skills
- Outstanding communication and interpersonal abilities
- Creativity and commercial awareness
- A team player with a customer-oriented approach
- BSc/BA in marketing, business administration or relevant field