



Insworld Institute is a secondary school in Singapore teaching local and international students a British curriculum, adapted to suit the needs of the international learner.

We work only with small class sizes (4-12 students), allowing us to focus the needs of each individual learner.

Marketing Communications Executive

Responsibilities include:

- Promoting our products and services during events
- Coordinating the design of promotional material and distributing in online and offline channels
- Advertising our company and products/services on various media

Job brief

We are looking for a Marketing Communications Executive to manage our online and offline communication with clients and increase brand awareness.

Marketing Communications Executive responsibilities include designing and distributing promotional material, responding to comments on social media and networking during marketing events.

You will act as our brand's voice to impress our customers and attract new clients.

Responsibilities

- Promote our products and services
- Coordinate the design of promotional material and distribute in online and offline channels
- Advertise our company and products/services on various media
- Plan interviews and press conferences
- Produce marketing copy for our website
- Craft and send regular newsletters with company updates
- Track ROI for marketing campaigns

- Join social media groups and professional platforms to discuss industry-related topics
- Monitor corporate website and social media pages
- Network with industry experts and potential clients to drive brand awareness
- Gather customer feedback to inform sales teams
- Write blog articles; curate articles for electronic and printed collateral such as flyers, case studies, and white paper.
- Create promotional and educational videos.
- Produce search engine friendly content that apply relevant metadata, backlinks, and keywords.
- Manage projects from the beginning, including the approval stage, to completion, and working with various internal teams.
- Spot new marketing opportunities for company and carry out marketing initiatives
- Create relevant reports on marketing, including regular status reports, and analysis.
- Apply various social media tactics in creating brand awareness and generating inbound traffic that strengthens company's social media presence.
- Create original, error free, clear, and concise copy for website content, promotional materials, blog entry, and newsletter that ensures compelling and effective communication.

Requirements

- Proven work experience as a Marketing Communications Executive
- Familiarity with B2B and B2C advertising campaigns
- Hands-on experience with web content management tools, like WordPress and other web content management tools
- Expertise in the use of Constant Contact and other email marketing software
- Proficiency in MS Office
- Knowledge of SEO, SEM and Google Analytics
- Experience with marketing campaigns on social media
- Excellent verbal and written communication skills
- Good presentation skills
- Diploma in Marketing, Communications, Public Relations or relevant field

Interested applicants kindly send your resume to hrm@insworld.edu.sg
 (We thank you for your application and regret that only shortlisted candidates will be notified)