



PROFESSIONAL JOB DESCRIPTION

Full time

POSITION TITLE: Marketing and Media Specialist

ESSENTIAL FUNCTIONS:

- Collaborate with the Admission and Marketing Manager to engage current marketing strategies
- Website management including design, updates, and troubleshooting
- Social media management, content creation, and content calendar management, graphic design
- Previous experience in photography, videography, and management of projects related. Take school photos and videos during events.
- Collaboration on and creation of marketing materials for recruitment and promotional events.
- Coordinate with existing external agencies toward the promotion of the school, and identify new opportunities to promote our target audience
- Organize school marketing events including open house, and education fairs
- Support Admissions Office and other Teams on Campus when needed

QUALIFICATIONS MANDATORY:

- Bachelor's degree or higher in Marketing, Graphic Design or related field
- Experience in Marketing/Social Media Management/Content Creation
- Familiarity with Microsoft Office, Canva, and Google Suite
- Strong communication skills in both English and Thai
- Ability to problem solve, and work under pressure
- Handle sensitive information and complex issues with professionalism and objectivity
- Self-Motivated
- Time and Resource management skills

SUPERVISION

The Marketing and Media Specialist is supervised by the Head of School, Admission and Marketing Manager