
Job description and person specification

Job Title:	Marketing Manager, China
Department:	Sales and Marketing
Reports to:	Marketing Director
Location:	Beijing

Job purpose

The job holder will be responsible for the marketing communications across our programmes in China, including China. Working closely with the Marketing Director, they will be responsible for building and growing the brand portfolio and for meeting its strategic objectives - to achieve recruitment targets, including brand awareness, managing spend and brand penetration in the East Asia market.

Key working relationships

- Marketing Director
- Director of Student Recruitment
- Marketing team, including Digital Marketing Manager
- Principals and their teams
- Admissions

Key responsibilities and capabilities

- To manage and develop the regional marketing communications in China across all channels.
- Brand guardian in China– creates and owns the brand guidelines, together with the UK-based marketing teams. Ensuring all marketing materials is consistent and on-brand across China.
- Work closely with Marketing Director to deliver regionalised marketing campaigns to drive and support sales targets and monitor return on investment.
- Design and develop the tools required to train sales, admissions and agents in the region on brands and centres.
- Develop regionalised launch materials to support new partnerships, centres and other programmes.
- Continual management of the regionalisation of all the business as usual collateral.
 - Student testimonials
 - Centre videos or tours
 - Photography – facilities & students
 - Ezines – to agents and students
 - Merchandise
 - All printed & online materials
- Manage and implement digital marketing campaigns and the regular communication of relevant selling points and news stories to agents, counsellors, prospective parents and students within the region within the overall strategy.
- Ensure web content is up-to-date on key agent websites.
- Create and produce materials to support the publishing of regionalised results and destinations.
- Supporting the sales team in key account meetings and other marketing activity with the agent network.

Team management

- Build performance manage and develop the Beijing-based marketing officer, focusing on continually improving the standard and impact of output and activity in the local marketing communications.
- Set clear objectives for the exec, measure outcomes and give clear and regular feedback on progress.
- Be a strong advocate of the business strategies to engage and motivate them to play a positive role in the achievement of the objectives for the Company.
- Encourage a culture of responsibility and accountability, collaborative problem solving and customer focus.
- Create a positive environment where creativity is valued, listening to ideas and encouraging innovation.

Financial management

- Build and manage regional marketing plans to achieve the EBITDA target through hitting revenue and margin targets, whilst managing costs effectively.
- Measure overall effectiveness of marketing spend and return on investment of marketing campaigns in order to make better decisions on priorities to deliver targeted commercial benefits.
- Manage the marketing budget within agreed parameters and controls.

Person Specification

Experience, background and skills

- Strong marketing management skills with a proven track record of creativity and producing effective marketing communications and to achieve targeted results.
- Proven familiarity and skill with the tools of the trade in marketing, ideally in the business services sector, including marketing communication.
- Strong working knowledge of the international education sector in China.
- Fluency in English and Mandarin.
- At least degree level college education / suitable work experience.
- With at least 3 years work experience in either a marketing or sales capacity, within a commercially driven environment.
- Previous sales experience desired with a strong understanding of customer needs based selling.
- Understanding of both B2B and B2C marketing.
- Strong communication skills
- Strong commercial acumen
- Proven record of delivery and ability to manage multiple projects at any one time
- Good attention to detail and accuracy
- Ability to work under pressure and to deadlines
- Strong stakeholder management skills

Key attributes

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| • Communicative | • Target driven |
| • Creative | • Flexible |
| • Ability to coach, develop and mentor | • Team player |
| • Ambitious | • Comfortable with end to end delivery |
| • Self-motivated | • Assertiveness |