

Position Title: **Marketing and Business Development Manager**

Appointment: Full Time

Contract Length: 1 year

Position Objective:

Reporting directly to the Head of School, the Marketing and Business Development Manager is responsible for analyzing and formulating the right marketing strategy that aligns with the school vision and mission. It is crucial to represent the right values and position the school appropriately within the Bandung community.

Specific Responsibilities:

- Research and analyze potential families, current market conditions, and competitors information
- Develop detail marketing strategies that widens the school's network and positive relationships and reputation in and with the community
- Ensure target growth and retention numbers in line with the annual budget
- Effectively carry out the marketing plans to target prospective families, including, but not limited to, digital marketing, social events, advertising media, and other promotional strategies
- Be accountable of the admission process of prospective families
- Create, update, and revise all marketing collateral as deem necessary
- Establish and encourage relationships with local and foreign corporations in Bandung

Qualifications:

- Bachelor degree in Marketing and Communications or equivalent training
- Previous marketing or business development experience in an international school or dynamic multi cultural environment
- Excellent understanding of local Bandung community and culture
- Strong digital marketing experience via internet and social media
- Work well in team and has a strong organizational skill
- Excellent oral and written communication skills, both in English and Bahasa Indonesia

Please send CVs to recruitment_mktmanager@bisedu.or.id

