



WELLINGTON  
COLLEGE  
INTERNATIONAL SCHOOL BANGKOK

## Job Description

### Wellington College International School Bangkok ('WCIB')

Position:	Marketing and Communications Assistant
Reporting to:	Marketing Co-ordinator
Responsible to:	Marketing Team
Line management of:	None
Key responsibilities:	To provide support to the marketing team across media planning, buying and optimisation To support in the creation of marketing and communications content To support the analysis and reporting of marketing campaigns and activity

Wellington College International School Bangkok is fast developing itself as a reputation for being one of the truly ground-breaking and innovative schools globally. The school has seen strong growth attracting an enrolment of circa 400 students within two years of opening. To support the continued growth of the school, the marketing department is looking for an ambitious Marketing and Communications Assistant who will be given a truly unique opportunity to develop their marketing (with a focus on digital) and analytical skills, in a dynamic learning environment. The successful candidate will be fully supported with on-the-job training including obtaining professional qualifications as appropriate for the role.

#### Responsibilities

- Collecting, analysing and reporting marketing data including campaign effectiveness, web behaviour and competitor analysis
- Media planning, buying and optimisation of digital media
- Support the creation of marketing and communications content
- Regularly updating marketing collateral to ensure that the School's identity remains fresh in the public domain
- Liaising with suppliers and stakeholders to ensure deadlines, targets and quality of work are maintained.
- Supporting the organisation of marketing events

#### Skills

##### Essential

- Fluent in English and Thai
- Competent in the use of Excel including the presentation of data in pivot tables and the use of formulas such as vlookup and concatenation
- An understanding of how social media content posting and management works
- Proficient in the use of PowerPoint to create clear presentations
- Strong organisational skills with the ability to prioritise and handle tasks concurrently



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Desirable

- An understanding of how social media advertising platforms work such as Facebook Business Manager, Google AdWords and LinkedIn Campaign Manager
- Competent in videography and photography for social media activity including knowing best
- Basic knowledge of digital marketing principles such as SEO, PPC & Google Analytics

**Qualifications**

Candidates are likely to be degree qualified with part of their education experience having demonstrated a strong aptitude to data management and analytics

**Child Safeguarding**

- Attend in-house Child Safeguarding programmes
- Promote and safeguard the welfare of all pupils in the school
- Report to the Designated Safeguarding Lead any concerns they have for the welfare of a pupil. This may include unsafe practices witnessed within the school as outlined in the school's Whistleblowing Policy
- Keep professional relationship with pupils where personal boundaries are respected and maintained
- Seek advice from Designated Safeguarding Lead with issues or concerns related to Child Safeguarding