



Stamford American
INTERNATIONAL SCHOOL
JOB DESCRIPTION

Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed

Position Title	Marketing Executive	Reference: MAR2025AMC
Function/Department	Admissions & MarComms	Location: SAIS Woodleigh
Manager Name & Title	Senior Marketing Manager	
Position Type	Permanent	
Position Status	Full Time	

Position Objective

The Marketing Executive is in charge of driving the execution of the school's marketing initiatives, campaigns, promotions, events (through marketing) for quality lead generation.

Working closely with the Communications Department, this role aims to consistently share the school's vision and values through storytelling via various forms of digital and printed media.

This role contributes to support the school's enrolment targets and positioning as a leading international school in Singapore. The Marketing Executive will execute multi-channel tactical marketing campaigns, generating admissions enquiries from multiple target segments.

Responsibilities

The job holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, they must report any concerns to the School's Designated Safeguarding Lead or to the Head or indeed to the Cognita Regional Safeguarding Manager so that a referral can be made accordingly to the relevant third party services.

1. Strategic Marketing & Planning

- Work closely with the **Head of Marketing** and **Senior Marketing Manager** to execute the annual marketing plan.
- Support the development and implementation of Stamford American's **marketing and admissions strategy** to drive positioning, growth, and new opportunities.
- Conduct **market research, tracking, and analysis** to monitor trends and competitor activities.



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- Utilize **data, research, and statistics** to support strategic decision-making.
- Ensure alignment of marketing efforts with **communications, branding, writing style, and key messaging guidelines**, maintaining a compelling and consistent voice across all materials.

2. Tactical Marketing & Campaign Execution

- Implement **marketing and promotional activities**, including events, digital marketing, advertising, PR, and partnerships.
- Identify and execute relevant **community-based initiatives** to enhance **brand awareness** and **positive brand perception**.
- Organize and promote **playgroups, Open House events, and school-led initiatives**.
- Manage and execute **online events** such as **webinars and virtual Open Houses** via Zoom. Collaborate with the **Communications department** to showcase Stamford American through **compelling storytelling and creative writing** across social media, website, PR channels, and partner platforms. Work closely with the **Admissions team** to support student recruitment and family engagement events. Ensure Stamford American's **website content** is regularly updated in collaboration with various departments.

3. Digital Marketing & Content Development

- Execute the **digital marketing plan**, ensuring strong lead generation through SEO, SEM, and social media campaigns.
- Draft **monthly and ad-hoc EDMs (Electronic Direct Mailers)** using **Microsoft Dynamics**.
- Maintain and update **digital and design assets**, including **photos, videos, creatives, and banners**.
- Support the development of **key marketing materials** to enhance the Admissions team's recruitment efforts.

4. Brand & Communications Management

- Ensure consistent **brand messaging** across all communication channels.
- Collaborate with **PR and media partners** to enhance Stamford American's presence.
- Work closely with external partners such as **chambers of commerce and industry organizations** to leverage promotional opportunities.

5. Budgeting, Performance Tracking & Reporting

- Track and analyze the performance of **marketing activities**, optimizing campaigns based on data insights.
- Ensure **marketing spend is tracked**, and activities are executed within agreed budgets and timelines.
- Provide **regular reports and insights** on marketing campaign effectiveness and ROI.



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Position Requirements

- Minimum three years of experience in marketing
- Experienced in executing marketing campaigns for lead generation.
- Ability to craft engaging and compelling copy.
- Ability to manage CMS platform and UX/UI of the Enquiry to Classroom customer journey experience.
- Enthusiastic and passionate to join a fast-paced department and dynamic industry.
- Ability to manage workload in a fast paced environment, setting of priorities and is goals oriented.
- A committed and loyal individual who strives to meet deadlines consistently.
- A great team player with ability to multitask and work independently as well.
- Experienced in managing agencies and vendors will be an advantage.
- Experience in education and language academies will be a value-added advantage, but not mandatory for the role.
- Demonstrates the Stamford core values - Integrity, Compassion, Ingenuity and Courage.
- Brand advocate and living the Stamford identity

Qualifications

- Degree level qualification in marketing, communication or related field
- Experienced in using customer databases/CRM platforms, CMS system
- Excellent written and verbal communication skills with the ability to write high quality marketing copy
- Knowledge of the full marketing mix including strategy development and planning, campaign development, measurement and tracking, optimization will be an advantage
- Analytical skills, able to interpret multiple data sets to identify trends
- A sound knowledge of online/digital marketing including website management and online advertising is preferred
- Good ICT skills (e.g. Word, Access, Excel, PowerPoint), experience of using Content Management Systems and of social media

Contacts

- All school based employees
- External agencies

Working Conditions

- Extended working hours to complete some projects may be required.
- Occasional evening and weekend work



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Terms of Employment

- Working Hours 8:00 am – 5:00 pm, Monday to Friday
- Annual Leave 21 working days
- Medical Benefits: Medical insurance provided where applicable
- Sick Leave/Hosp: 14 days sick leave and 60 days hospitalization leave (including sick leave)
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background Check: Required

Stamford American International School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Pre-employment background checks are mandatory and appointments are strictly subject to confirmation that all reference and background checks are completed to the satisfaction of Cognita, Stamford's parent organization.

We are an equal opportunity employer and disallow discrimination of age, ethnic origin, nationality, gender, religion, sexual orientation, family status, pregnancy, marital status, medical or mental health history, physical characteristics or disability. We welcome applications from all qualified candidates.

Please note that only shortlisted candidates will be notified.