



## **JOB DESCRIPTION**

Job title: Online Marketing Coordinator

Reports to: Director of Marketing

Functional relationships: Principals

### **Overall job purpose:**

1. Work with the Director of Marketing to develop an online marketing and social media strategy, setting a series of manageable goals that can be monitored and reported against, including engagement, interaction and community building.
2. Provide consistently high quality content across online and social media channels to build a strong profile for ACG schools.
3. Increase interaction and engagement with key stakeholders using social media and the web to create a community around the work of ACG schools.
4. Proactively manage and maintain the ACG and online presence, including creating and updating content, images, links, online forms, analysing and responding to tracking/reporting statistics, and accessibility in multiple-languages.

### **Key Performance Areas / Indicators**

- Build and maintain marketing information distribution channels by way of social media, websites and other electronic media
  - Create content in various social media sites
  - Create online promotions and communications and analyse their effectiveness
  - Use social media to communicate directly with key stakeholders
  - Work with others across the company on incorporating relevant media / social media into promotional / marketing activities
  - Measure the impact of social media on overall marketing efforts
- Manage and develop the ACG online presence by:
  - Overseeing the design, implementation, and being accountable for all ACG websites, ensuring that they are accurate, consistent and current.
  - Conducting keyword research including cataloging and indexing target keyword phrases
  - Optimizing tags and keywords on websites and search engines
  - Monitor web site usage statistics and trends; creating and updating weekly and monthly reports

- Develop and facilitate the implementation of principles, processes and guidelines for web content and use of web technologies for marketing purposes across the Group.
- Assist Schools in the preparation and delivery of electronic communications (e.g. tweets, e-mail, newsletters)
- Maintain stakeholder awareness of ACG programmes, activities, and accomplishments via online, social media and other electronic communication channels
- Develop, update and maintain press kit / news release documents

Perform all other duties as may reasonably be required by the Director of Marketing.