



SHREWSBURY INTERNATIONAL SCHOOL

BANGKOK • RIVERSIDE

Shrewsbury International School Bangkok Riverside

Position: Marketing Intern - Digital

Department: Marketing

Key Responsibilities: The Marketing Intern - Digital reports directly to the Associate Marketing Manager - Content and works closely with the marketing team and relevant school staff to support all digital advertising, tracking, analytics and refining campaigns, in addition to supporting the maintenance and optimisation of the school's website. In particular, the Marketing Intern - Digital will assist with the following duties:-

Social Media (Organic):

- Monitor the school's social media channels to ensure appropriate use
- Manage administrative settings and authorised users of school channels, devising and implementing training for other members of staff
- Increase the target audiences, engagement and the number of members / followers of the school's social media channels
- Monitor and report on competitors' social media content, performance and engagement. Able to identify outstanding engagement posts.
- Track and monitor target audience comments within social media ie from International School Parents Group etc.
- Monthly reports on competitors and SHR performances. Highlight any uniqueness in real time.
- Routinely monitor and report on KPI targets.

Paid Media:

- Execute the agreed digital advertising plans and campaigns to support admissions targets and whole school objectives

- Ensuring targeting relevant audiences
 - Reviewing campaigns to optimise future plans
 - Ensuring consistency with school style guide and branding
 - Ensuring consistency across all channels in content, style and management
- Manage and optimise campaigns to generate leads through targeted PPC and paid social media platforms
- Work with the Graphics team to create engaging artwork to support campaigns
- Deliver digital campaigns within set marketing budgets
- Execute digital advertising plans and monitor performance to an agreed schedule using appropriate analytics tools
- Ensure effective tracking and reporting of digital activity on social media channels, search engines and school websites
- Summarise performance in reports to non-technical stakeholders and decision-makers to enable them to make value-for-money judgements and to plan accordingly
- Work with partner digital agencies as appropriate
- Be creative and actively look for new opportunities and trends in social media and online which the school can take advantage of
- Routinely monitor and report on KPI targets, including paid advertisements, SEO and SEM

Website

- Work with internal and external stakeholders, including admissions, marketing, senior leaders and academic staff across Shrewsbury Bangkok to deliver and maintain an engaging and effective website
- Obtain and manage creative content, including images, videos, and animations for the website
- Assist with the management of SEO / SEM and visitor experience of the website
- To support marketing campaigns by designing appropriate landing pages, data capture forms, etc.

Other responsibilities

- To work closely with the Marketing teams at both campuses, academic departments and other internal stakeholders to ensure consistent, engaging, factual and current representation of their respective presence online
- To make a full contribution to Marketing and Admissions events at both campuses, as required
- Promote Shrewsbury International School Bangkok in line with its vision, brand values and marketing strategies
- Undertake other ad hoc duties as requested.

Candidate Profile: **Essential skills and experience:**

- Possess a bachelor degree or higher
- Exceptional written and verbal communication skills
- Ability to communicate in Thai and English
- Experience of managing website content and optimisation
- Demonstrable experience of managing Google Analytics, Google Ads, Meta Ads, etc.
- Experience of creating quality social media content and planning
- Able to contribute and work effectively with other team members, including developing storyboards, contributing design ideas and conceptualising creatively to enable effective digital execution
- Possess an attention to detail
- Possess positive attitude and committed work ethic, with a willingness to work outside normal office hours when workload and event schedules demand to ensure that deadlines are met
- Strong organisational skills, capable of multi-tasking and meeting tight deadlines whilst always working to the very highest standard
- Be motivated, imaginative, innovative, dynamic, proactive and keen to learn, whilst being aware of and sensitive to the demands of working in a cross-cultural setting

Child Safeguarding: Shrewsbury International School Bangkok is committed to safeguarding and promoting the welfare of children. All candidates are required to provide accurate and detailed information about their employment history and the school will carry out background

checks on the successful candidate to assess their suitability to work in a school.

Requirements:

- Satisfactory Thai Police Criminal Record check
- Confirmation of identity
- Satisfactory references
- Verification of qualifications and work experience
- Certificate or record of complete course of covid of an approved vaccine.

How to Apply:

Applications will only be accepted on the official Shrewsbury International School Bangkok Application Form, which is available on the school website "Recruitment" page.

The application is preferably in English. A Thai version is an option for the candidate who is keen to apply but not proficient in English.

Further Details:

Full details of the school are available at www.shrewsbury.ac.th.

Any queries should be forwarded to jobs@shrewsbury.ac.th