



<https://intscanada.com/job/marketing-specialist-3/>

## Marketing Specialist

### Description

NOIC ACADEMY is located in the city of Markham, Ontario, Canada. Being a full-time, high-end private boarding secondary school, it has offered the Ontario Secondary School Diploma (OSSD) since 2004 with BSID 667013as its school code. In March 2015, it was authorized by the International Baccalaureate Organization (IBO) to become an IB World School, offering the International Baccalaureate Diploma Programme (IBDP). Its school license code is 049719. NOIC ACADEMY is co-inspected by the Ontario Ministry of Education and IBO.

Currently we have an exciting opportunity for an experienced Marketing professional who want to lead all facets of the marketing initiatives of the school. The role is responsible for increasing brand awareness, developing and managing external and internal marketing and communication. The position will report directly to the President.

### Responsibilities

- Create key events, digital and social media campaigns, website optimization, advertising, and key marketing channels on local and China markets
- Compose articles and maintenance school website content, communication calendar and Social Medias on student and school events
- Design compelling marketing materials (flyers, brochures, and pictures, PowerPoints etc.) to fulfill marketing needs
- Develop and coordinate activation plan, opportunities and logistics for corporate and internal events, agency management and functional expertise from within department.
- Build and drive integrated, multichannel marketing and communications programs
- Attend community events, education shows, conferences to develop relations in growth markets and assist sales team in reaching target audience
- Conduct research on local markets, seek and develop areas of business opportunities.
- Create and implements strategic market planning analysis by identifying threats, environmental analysis, competitors to challenge and product characteristics
- Provide supports to other administrative duties upon request

### Qualifications

- Bachelor's degree or above in Marketing related fields
- A minimum of 3 years of Marketing experience

### Hiring organization

INTS Consulting

### Date posted

2023-10-23

- Experience in building and executing on marketing plan in the education industry an asset
- Strong critical thinking and analytical skills
- Experience working with external and internal PR agencies/resources
- Must be proactive and performance driven
- Ability to work independently & within teams
- Superior written communication skills
- Strong command of English. Chinese (Mandarin) language is a must.
- Familiar with Adobe design suites (InDesign, Illustrator, Photoshop) an asset

Job Types: Permanent, Full-time

Benefits:

- Dental care
- Disability insurance
- Extended health care
- Life insurance
- On-site parking
- Paid time off
- Vision care

Schedule:

- Monday to Friday

Supplemental pay types:

- Bonus pay
- Commission pay

Education:

- Bachelor's Degree (preferred)

Experience:

- Marketing: 5 years (preferred)

Language:

- English and Mandarin (preferred)

Work Location: In person