



**International
School**
Los Angeles
**Lycée
International**

Campuses
Burbank
Los Feliz
Pasadena
West Valley

Marketing Manager

About the International School of Los Angeles

Mission:

The International School of Los Angeles is a non-profit, independent, international school committed to bilingual education and academic excellence in a nurturing environment.

Our mission is to develop bilingual critical thinkers who are open-minded, confident and caring, and equipped to thrive in a diverse, competitive world.

We offer a preschool through 12th grade curriculum that culminates in the French baccalauréat or the International Baccalaureate®'s Diploma Programme.

Values:

The delivery of our mission is anchored in the commitment of each member of the school community to uphold the values of respect, excellence, and diversity.

Job Description

Title: Marketing Manager

Department: Advancement Department

Reports to: Director of Advancement

Location: School Administration Office, Burbank, CA

Context:

The International School of Los Angeles' Advancement Department has recently been reorganized. As a result, the school is seeking to recruit a Marketing Manager.

Key relationships:

This position will report to the Director of Advancement, collaborate with the Communications Manager, and manage the Community Outreach Coordinator. The Marketing Manager is an active member of the Advancement Department (made up of Alumni, Communications, Events, Volunteer and Fundraising Managers) and works closely with our Admissions team and Campus Directors.

School Administration

1105 W Riverside Dr, Burbank, CA 91506

tel 818-994-2961, fax 818-994-2816, www.internationalschool.la

Specific Responsibilities

Responsibilities include, but are not limited to, the following:

Branding

- Develop and execute branding and marketing plan for the School that incorporates research, analysis, and tactics that target key constituencies and support building awareness of the School and its programs.
- Manage the LILA brand to raise the profile of the School through a variety of initiatives that target all constituencies.
- Participate in the development of visual assets and promotion of Brand Identity. *

Advertising (Digital, Social, and Traditional)

- Establish an annual advertising calendar that includes production schedule for all print and electronic materials, internal and external correspondences, and specific marketing projects.
- Identify, purchase, design, and implement advertising campaigns, as needed.

Website Management

- Identify and prioritize critical website pages for optimization.
- Optimize on-page and off-page elements such as metadata, content, social media integration, site structure, and links.
- Implement SEO best practices unique to website redesigns.

SEO

- Create, manage, and optimize Paid Search program:
 - Develop Paid Search strategy (goals, target geography, campaign definition) based on historical performance and business goals.
 - Create campaign structure (ad groups, keywords, modifiers).
 - Build digital ads tailored to each theme and sub-theme.
 - Create paid and non-paid ad campaigns to publicize events and specific messages.
 - Launch, measure, and optimize campaigns.
 - Create and present reports to provide performance status, insights, and recommended program improvements.
- Develop, manage, and enhance Search Engine Optimization programs:
 - Develop SEO strategy (goals, target geography/audience, priority content/landing pages) based on site authority, content, and business goals.
 - Create SEO plan to improve organic search performance.
 - Optimize current sites and integrate SEO efforts within website redesigns.
- Perform detailed keyword research to guide content optimization

Public Relations

- Develop and implement an effective public relations program, including writing and distributing press releases and maintaining an updated press list. *
- Create an overall message strategy for online communication tools including the website, weekly newsletters, official social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.). *
- Serve as digital/social media expert. *

- Identify, manage, and update online profiles and listings.
- Draft, determine distribution strategy, and disseminate press releases.
- Build collaborative relationships and leverage subject-matter experts internally and externally – i.e., freelance, industry influencers, internal thought leaders, academic liaisons, parents, students, alumni, and partners. *
- Collaborate to craft press-worthy stories and build content programs around them. *
- Secure press coverage when appropriate.

Outreach, Sponsorship, and Events

- Oversee Community Outreach Coordinator to identify and participate in outreach events.
- Identify, manage, and implement sponsorships with relevant organizations and events.
- Participate in school-wide and campus-specific events.

Content/Materials Creation, Design, and Layout

- Establish an annual communications calendar that includes production schedule for all print and electronic materials, internal and external correspondences, and specific marketing projects. *
- Create content and strategically recycle/repurpose highly targeted, multi-channel collateral for each stage of the AIDA model including pre-admission, admissions, retention, advocacy, and post direct-engagement phases. *
- Support key initiatives including Annual Fund, events, targeted constituent mailings and capital campaigns through the development of creative assets and reviewing letters and other communications for brand voice. *
- Design and create true-to-brand viewbooks, website materials, brochures, fundraising collateral, infographics, newsletters, etc. *
- Ensure that all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and social promotion *
- Work closely with outside vendors, photographers, graphic designers, printing firms, consultants, and marketing agencies. *

Digital Asset Management

- Work with photography and videography vendors to curate useful visual assets.
- Keep a current and relevant library of assets for easy design use.

Budget Management

- Manage the communications and marketing budget within the overall Advancement Department budget. *

(*) Indicates areas of collaboration with Communications Manager.

Selection Criteria

Required Education and Experience:

- Ability to be an ambassador for the School's mission
- Proven track record as a marketer (2-3 years)
- Experience in the development and execution of marketing/advertising plans
- Degree/advanced degree
- Ability to be a team player
- Excellent oral and written communication skills
- Superb organizational skills

Desirable Qualifications:

- Experience in an international setting and/or school
- Familiarity with the French culture/language

Supervisor's Responsibility:

All employees must supervise students and are expected to comply with our School Child Protection and Mandated Reporter Policies.

Work Environment:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

Physical Demands:

While performing the duties of this job, the employee is regularly required to talk and hear. This position is very active and requires standing, walking, bending, kneeling, stooping, crouching, crawling, and climbing all day. The employee must frequently lift and/or move items over 20 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

Position Type / Expected Hours of Work:

This is a full-time position with standard office hours Monday through Friday, with occasional evening and weekend events.

Travel:

Some travel to other LILA campuses for meetings and events. Occasional conferences to attend.

Work Authorization:

Must be authorized to work in the United States, must take and pass the Department of Justice Live Scan, and must meet all health requirements of health screening, TB, and immunizations.

The International School of Los Angeles provides equal employment opportunity to all individuals regardless of their race, color, creed, religion, gender, age, sexual orientation, national origin, disability, veteran status, or any other characteristic protected by state, federal, or local law.

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

How to Apply

Please send your cover letter, resume and list of references to cv@lilaschool.com (indicate "Marketing Manager" in the subject line). The position is available for an August 2021 start, with applications considered on a rolling basis.

No phone calls, please.