



Marketing and Communication Coordinator

Job description

July 2020

About G2K:

Gateway to Khmer (G2K) began in 2014 as a start-up Khmer language school, teaching foreigners living in Cambodia. Since then we have strived to provide the very best quality language and culture education available, and would generally be considered the premier place for Khmer language learning.

Sustained growth in student numbers has led to G2K relocating in January 2020 to a brand-new purpose-renovated building. This move signifies a huge and exciting step-change for G2K. Our new facility is a higher standard teaching facility, and we will sub-let space to create a hub for businesses, social enterprises and student interaction. We will also operate a commercial meeting centre across 2 floors of the building, and success with this new venture is key to the long-term sustainability of G2K.

G2K is a registered business and registered school in Cambodia, and operates a social business model, with any profits staying within the organisation to allow for future growth.

Role summary:

G2K is seeking a marketing and communications professional to develop and lead G2K's marketing strategies with the aim to grow brand recognition and take-up of services, and also to lead improving and developing our digital services and platforms.

This is a diverse role with the need to maintain a pipeline of planned work, but also the ability to be highly responsive to changes in circumstances/ expectations. The role-holder will be expected to lead their area of work with minimal oversight, but will need to work well with others as they will often work alongside colleagues regarding strategy and project planning, and also represent G2K externally on occasion.

The role will require a positive and can-do attitude, a customer-centric mindset, experience and competency in a wide range of marketing tools and approaches and a steadfast desire for excellence.

Responsible to:

Director of Studies/ Director of Operations (task-based reporting)

Essential duties and responsibilities (to be considered indicative of job role only, not an exhaustive list of tasks and duties):

Marketing:

- Lead G2K's internal and external communications;
- Develop and oversee a consistent approach to brand identity/ messaging;
- Working with colleagues, develop and lead a marketing and promotion strategy/ pipeline to promote products and services;
- Assist in developing marketing approaches to underserved demographics, for example through marketing in other languages;
- Research potential marketing opportunities, for example through events, networks and membership organisations and identify potential targets for direct approaches or campaigns (international schools, international agencies, embassies, NGO's, chambers of commerce, large corporates, faith organizations, etc);
- With colleagues, identify specific influencers and create strategies for approaches;
- Oversee management and updating of website (Wordpress), ensuring ongoing content is current and relevant;
- Oversee management of G2K's social media accounts, identifying new channels and creating engaging posts and campaigns for all G2K services;
- Lead creation and management of print media and promotion, including display and distribution;
- Lead creation of photographic and video media for promotion, course induction and class materials;
- Organize promotional events at G2K and other venues;
- Represent G2K externally as needed, including marketing and promotional events, presentations, discussions and other meetings;
- Collaborate with tenants and partners to cross-promote products, services or other areas of partnership.

Customer experience

- Create all signage and information/ promotional items required for G2K and Gateway House;
- Maintain/refresh student-facing non-teaching documentation, for example welcome packs;

- With colleagues, lead adherence to style uniformity across all G2K printed and digital resources, creating new templates and style guides where required, for example Word Lists, Phonetics Workbooks etc;
- Lead research into student experience, including overseeing the feedback process and subsequent data analysis;
- With colleagues, develop and roll-out a calendar of student social activities;
- Offer front-of-house services to any building user, providing information, accepting payments and offering overall excellent customer service;
- Lead the management of G2K's incoming communication, for example email or social media inboxes;
- Facilitate and coordinate language placement tests for prospective students;
- With colleagues, manage a list of standard responses to common questions to assist in quick and effective replies;
- Provide a critical eye over all aspects of service delivery, including experience related to the use of the building, identifying areas for improvement and working with colleagues to develop relevant actions;
- Any relevant projects/ improvements related to customer experience, for example developing student certificates, forms, invoicing templates etc.

Internal communication

- With colleagues, assist in the onboarding of new staff, with a particular focus on expectations regarding customer service and experience;
- With colleagues, contribute to development and actioning of staff morale-boosting activities, such as Staff of the Module, Fun-fund activities and ongoing staff feedback.

Other:

- Greet and interact with students and visitors with the aim to create/ ensure a quality experience;
- Contribute to staff recruitment campaigns by creating engaging documentation and promotion strategies;
- Any other tasks required to ensure the smooth running of services;
- All G2K team members are expected to be flexible and undertake tasks to assist colleagues as required.

The ideal candidate will bring:

- Bachelor's Degree in Marketing, Business Administration, Communications or related field;
- 3+ years evidenced experience creating and managing engaging marketing and promotional campaigns;
- Ability to work unpredictable hours, including some evenings and weekends;
- Familiarity with online content marketing and social media development strategies;
- Proven proficiency with web-based content management platforms, for example WordPress and CRM systems;
- Professional experience with web-based tools/ activities such as email, cloud-based apps, storage, online research;
- Demonstrably proficient working with all standard office software, and the ability to learn new software and systems as required;
- Ability to multi-task, complete tasks in a timely manner/ within deadlines and manage time effectively with little supervision;
- Experience managing projects and/ or programs of work;
- Excellent communicator across all disciplines, whether in person, written or on the telephone;
- Strong attention to detail and organizational skills;
- Ability to anticipate change and react efficiently and effectively;
- Proven problem-solving and critical thinking ability – uses initiative to complete tasks and solve problems;
- Strong emotional intelligence;
- A good listener with an approachable personality;
- Ability to understand and empathise with foreigners living in Cambodia;
- Experience living cross-culturally;
- Fluent/ near fluent English language – speaking, listening, reading, writing;
- Willingness to learn some Khmer language.

All G2K team members are expected to bring the following skills, experience and attributes:

- Must be an excellent communicator, and enjoy working with people;
- Strong interpersonal skills required; customer-oriented, experience listening to, understanding and meeting the needs of others;
- Ability to maintain a professional and welcoming demeanour to all students, colleagues, tenants and any other building users;
- Flexibility, adaptability and a cooperative attitude;
- Ability to work as part of a team, and see shared goals as important;
- Ability to proactively identify tasks that need doing or solve problems for the benefit of customers that are not specifically within their job remit;
- Attitude that is willing to learn from others;
- Commitment to G2K mission, vision and core values

Normal working hours:

Full-time, 8am – 5pm Monday to Friday, with occasional evening and weekend working

Benefits:

Competitive salary based on experience

Generous holiday allowance

Healthcare benefits

Location:

Gateway House, Street 197, Phnom Penh

Citizenship:

- Applications are welcomed from Cambodian and non-Cambodian candidates;
- Full Visa and Work Permit is available for a non-Cambodian candidate. In this case, a job offer would be rescinded at any point if the appointee is not eligible and successful in obtaining both.

Applications will be accepted until role is filled.

For more information, email jobs@G2K.asia