



Marketing and Communications Officer/ Coordinator

Job description

November 2022

About G2K:

Gateway to Khmer (G2K) is a Khmer language school, and we are committed to providing the very best quality language and culture education in Cambodia. The school offers a comprehensive learning program, highly trained teachers and regular assessment for all students.

We want to enable expatriates in Cambodia to thrive, to integrate well into their new communities, to meet, work with and serve people using local language, and to do so with respect for Khmer culture.

The school opened in 2014, and our students are diverse in nationality and purpose in Cambodia. While most work for NGO's, schools, and church/ mission organisations, others work for international agencies, private businesses or simply have a personal interest in learning Khmer.

In January 2020 G2K moved to a brand new, modern, campus building, which is the home of our in-person and online teaching. We also have tenants in our campus building, and have excellent meetings and events spaces available for rent by other organisations.

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 communication and engagement with new customers. We may also consider someone at an earlier stage in their career if they can demonstrate capability, a desire to learn and a passion for this type of role.

This is a diverse role with the need to maintain a pipeline of planned work and daily tasks, 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 range of marketing tools and approaches and a desire for excellence. The role-holder will require strong spoken and written English, and ideally they will have experience working directly with customers in a sales, hospitality or customer service environment.

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

Communications and marketing:

- Lead G2K's external communications for learning and meeting rooms/ office spaces;
- Working with colleagues, develop and action a marketing and promotion strategy to promote products and services;
- Undertake research and develop strategies for engaging with key individuals or organisations;
- 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, partnerships and campaigns for all G2K services;
- Oversee all digital advertising and communications, for example through search engines, social media, partner websites, email lists;
- Lead the creation and management of print media and promotion, including display and distribution;
- Lead the creation of photographic and video media for promotion and service delivery;
- Organize promotional events or activities at G2K and other venues;
- Represent G2K externally as needed, including marketing and promotional events, presentations, discussions and other meetings;
- Lead in the creation of partnerships to cross-promote products and services;
- Develop and oversee a consistent approach to brand identity/ messaging – externally and internally;
- Any other tasks or projects related to the promotion of services at G2K.

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 engagement and morale-boosting activities;
- Any other tasks or projects related to internal communication or staff engagement.

Customer experience

- Lead the management of G2K's incoming communication, for example email, phone and social media inboxes;
- With colleagues, manage a list of standard responses to common questions to assist in quick and effective replies;
- Offer front-of-house services to any building user ensuring overall excellent customer service;
- Work with colleagues regarding meeting room bookings, including ensuring that rooms are prepared for use;
- Greet meeting organisers renting rooms and assist in setting up any audio/ visual equipment needed;
- With colleagues, develop and roll-out a calendar of student social activities;
- Develop any required signage and information/ promotional items required for G2K and Gateway House;
- Maintain/ refresh student-facing non-teaching documentation, for example welcome packs and template emails;
- Lead research into student and meeting experience, including overseeing the feedback process and subsequent data analysis;
- Provide a critical eye over all aspects of service delivery, identifying areas for improvement and working with colleagues to develop relevant actions;
- Any other tasks or projects related to customer experience.

Other:

- Greet and interact with students, meeting room users 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;
- 2+ years evidenced experience creating and managing engaging marketing and promotional campaigns;
- Familiarity with online content marketing and social media development strategies;
- 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 multitask, 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;
- Conversational Khmer language or a willingness to learn.

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

Typical working hours:

Full-time, 8am – 5pm Monday to Friday, with requirement for managing urgent communication outside of these times.

Location:

Gateway to Khmer, Gateway House, Street 197, Phnom Penh

Citizenship:

- Applications are welcomed from Cambodian and non-Cambodian candidates, however please note this role has local terms and conditions (no moving package/ housing allowance etc).

Benefits:

- Competitive salary based on experience;
 - Generous holiday allowance;
 - Healthcare benefits;
 - 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.
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How to apply:

Please email your CV and an application letter to jobs@G2K.asia by **Thursday 08 December 2022**.

All documents must be submitted in English, and only emailed applications will be accepted.

Deadline for applications: Thursday 08 December 2022

Interviews and assessments: Week beginning 12 December 2022

Anticipated start-date: Mid-January 2023

Application guidance:

Please do not include photographs, and do not attach certificates, letters of reference or any other documents not requested.

In your application letter please ensure that you address how you meet the core criteria for this role, and for working at G2K. It is important that you carefully consider all aspects of the role description and person requirements, and fully demonstrate how you would be effective in this role. Please also tell us what you believe you can bring to G2K that makes you an exceptional candidate.

Please note:

- This job description and interview/ start dates may be updated after the advertisement. Candidates will be notified of any changes;
- Submitting an application does not guarantee an interview, and we may not be able to contact unsuccessful candidates.

Find out more about Gateway to Khmer at our website: www.G2K.asia