
POSITION:	Digital Marketing Specialist
REPORTS TO:	Advancement Advisor
WORK LOCATION:	Cilandak

PURPOSE

Under the direction and supervision of the Advancement Advisor, the Digital Marketing Specialist main responsibilities is to manage, maintain and improve the online presence of JIS via the intranet, website, social media and other platforms.

QUALIFICATIONS AND EXPERIENCES

- Bachelor's degree in computer science or design related field
- Evidence of continued education, such as IT/design related certifications is a plus
- More than 5 (five) years of experience in the technology field with an emphasis on web design and management
- Strategic thinking and problem-solving skills
- Ability to manage multiple websites and platforms
- Familiar with latest trends in digital marketing and social media
- Knowledge of UI/UX concepts and technologies with an emphasis on UI
- Knowledge of Google Analytics, Facebook Pixel and other tracking technologies
- Knowledge of HubSpot or other CRM platforms preferred
- Knowledge of HTML5
- Knowledge of CSS
- Strong knowledge of latest web design and layout concepts
- Strong knowledge of content management system such as Drupal, Wordpress, etc.
- Strong knowledge of SEO, Web Trends and Digital Marketing concepts
- Knowledge of Web Optimization
- Knowledge of and experience with latest design tools
- Knowledge of and experience with audio and video tools

DUTIES AND RESPONSIBILITIES

- Meets with management regularly to discuss current and future functionality
- Monitors security and performs all necessary updates
- Monitors and reports all web traffic
- Makes all necessary updates to the company site, minimizes downtime
- Makes all necessary updates to the company intranet (JISNet) site, administers the parent bulletin system and provides support to parents and faculty who need assistance with JISNet
- Finds and fixes any reported bugs
- Contributes to discussions on ways to improve functionality and usability
- Coordinates with Advancement Advisor and Communications Manager in relation to suitable and timely content updates for the website
- Collaborates with Advancement Advisor and Communications Manager on social media content and publishing
- Coordinates with IT Department on necessary technology requirements and updates
- Maintains look and feel of website consistent with JIS branding guidelines
- Suggests and implements design changes in line with UI/UX best practices
- Coordinates with design team on graphic design elements of website
- Any other tasks as directed by the supervisor

Builds Positive Interpersonal Relationships

- Promotes positive interactions and fosters a sense of identity and pride in JIS among students, parents, faculty, and colleagues
- Maintains an open attitude toward new ideas
- Collaborates with school wide teams and staff
- Establishes and maintains cooperative and positive working and team relationship with those involved in the course of work

Ongoing Professional Growth

- Continues to acquire new learning and reflects new learning and professional practice
- Shares in opportunities for in-service and workshop offerings
- Shares professional knowledge with other colleagues
- Sets goals for professional development, takes advantage of professional development opportunities.

Apply to: Human Resources Manager
 Email: recruitment@jisedu.or.id