



JOB SHEET | Communication & Marketing Assistant

Full-time

Assignment:

Under the supervision of the Communication & Marketing Manager of La Petite Ecole Group, the Communication & Marketing Assistant brings support in all aspects of the online and offline marketing done for each of our schools in South East Asia [LPE Singapore, La Petite Crèche Singapore, LPE Ho Chi Minh, LPE Bangkok].

Tasks:

- Take pictures and videos at the school or at the nursery in Singapore, at outings, etc., select and edit the pictures if necessary and depending on usage (web or print) - basic training on the Adobe Creative Suite will be provided if necessary;
- Make some simple video montages;
- Ensure that all photos and documents are correctly classified and saved;
- Relay important events on our social media network, seek information from our schools (i.e. via our private platform);
- Create or design collaterals such as posters, visuals for all social media (Facebook, Instagram, LinkedIn...) / emails, banners, flyers, newsletter, templates, etc.;
- Keep a record of all the communication done, online and offline;
- Participate in writing articles / PR and searching for interesting articles on themes related to early years education and the wellbeing of the child;
- Update the information on our websites (Wordpress) and social networks;
- Regularly check out groups, pages, sites where La Petite Ecole is mentioned and report any abnormal activity to the Manager;
- Analyse traffic on our websites / ads, offer suggestions for improvement;
- **A good knowledge of the French language is definitely a plus!!**

Qualities and Behaviour of the Candidate:

- Always punctual;
- Excellent capacity to communicate clearly and effectively in English;
- Dynamic and with great attention to detail;
- Can work autonomously and set up priorities;

- Organised and independent;
- Good listening skills, but also someone who is not afraid to ask for help or clarification;
- A good team player;
- Experience with the Adobe Creative Suite (especially Photoshop and Indesign) and Wordpress would be a plus!

Working Hours (can be discussed depending on availability):

- As a reference, a full time position in Monday to Friday from 9am until 5pm (exceptional events may occur on Saturday mornings and can be compensated in time off)