

## Communication & Business Development Manager

**Location:** JAKARTA – French School Jakarta

**Employment Type:** Full-time

**Department:** Marketing & Communication

### Job Summary

We are seeking a dynamic and versatile Communications & Business Development Manager to join our team. This multifaceted role combines strategic communications, business development, event management, and alumni relations to enhance our school's reputation, growth, and community engagement.

### Responsibilities

#### Communication & Digital marketing

- **Social Media Management:** Develop and execute comprehensive social media strategies to strengthen the school's online presence across all platforms.
- **Content Creation:** Create, curate, and manage engaging multimedia content, including images, videos, and written materials.
- **Community Engagement:** Monitor social media channels, respond professionally to users, cultivate leads, and build strong relationships.
- **Website Management:** Maintain and update the school website with current information, events, and news, while optimizing for SEO.
- **Analytics & Optimization:** Analyze key performance metrics and website analytics to continuously improve digital strategies.
- **Brand Communications:** Develop content for newsletters, press releases, and marketing materials that align with the school's brand guidelines.

#### Business Development & Partnerships

- **Strategic Partnerships:** Identify, develop, and maintain partnerships with educational institutions, businesses, and community organizations.
- **Contract Management:** Negotiate and manage collaboration agreements that benefit the school and its students.
- **Market Research:** Conduct research to understand prospective families' needs and preferences.
- **Marketing Campaigns:** Plan, execute, and measure marketing campaigns to attract new students and retain existing ones.
- **Marketing Plan Development:** Able to plan and create a marketing strategy for one year in advance.
- **Networking:** Represent the school at networking events and conferences to build relationships and promote the institution.

#### Event Management

- **Event Planning:** Organize and oversee school events including open houses, orientations, cultural events, sports events, and collaborative programs.
- **Logistics Coordination:** Manage all event logistics, including venue management, catering, invitations, and transportation.

- **Budget Management:** Collaborate with the General Manager/DAF to manage event budgets and ensure cost-effective execution.
- **Promotional Activities:** Develop and implement promotional strategies across multiple channels to maximize event attendance.
- **Creative Collaboration:** Partner with creative teams to design promotional materials such as flyers, banners, and brochures.

#### **Alumni Relations**

- **Alumni Engagement:** Develop and implement comprehensive strategies to connect with and engage alumni.
- **Database Management:** Create and maintain an alumni database, tracking graduates and their achievements.
- **Alumni Events:** Organize alumni events, including reunions and networking gatherings, to foster community.
- **Communications:** Produce regular alumni newsletters featuring updates, success stories, and opportunities.

#### **Required Qualifications**

- Minimum bachelor's degree in Marketing, Communications, Business Administration, or a related field.
- 5+ years of experience in communications, marketing, or business development.
- Proven experience in social media management and digital marketing.
- Strong written and verbal communication skills in French, English, Indonesian
- Proficiency in analytics tools (e.g., Google Analytics, social media insights).
- Event planning and project management experience.
- Strong organizational and multitasking abilities.
- Excellent leadership, communication, and interpersonal skills
- Understand budgeting and financial management abilities

#### **How to Apply**

Please submit your resume, cover letter, and a portfolio of relevant work, event materials, or marketing materials you've created, to [rh@frenchschooljakarta.com](mailto:rh@frenchschooljakarta.com) .