

## JOB DESCRIPTION FOR THE ROLE OF MARKETING MANAGER

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**Location:** Shrewsbury International School India (SISI), Bhopal

**Reports to:** Head of Marketing

**Experience:** 4 - 5 years

### ABOUT THE ROLE

Shrewsbury International School India is looking for a Marketing Manager to join the marketing team and take ownership of internal events, day-to-day operations, and social media coordination. This role sits close to the Head of Marketing and plays a key part in keeping the marketing function running smoothly - from executing on-ground events to supporting content, campaigns, and operational workflows. We're looking for someone analytical, dependable, and quick on their feet, who can step into whatever the day requires.

### KEY RESPONSIBILITIES

- Plan and execute internal school events, ensuring smooth coordination across stakeholders and departments
- Support day-to-day operations within the marketing team, keeping workflows organised and on track
- Assist with social media content planning, scheduling, and coordination
- Contribute to content writing across marketing materials, with strong command over language and tone (no reliance on AI-generated content)
- Support basic design and video editing needs where required
- Act as a flexible extra pair of hands across campaigns, filling gaps as they arise

## QUALIFICATIONS

- 4-5 years of prior experience in a marketing role
  - Strong content writing skills, with the ability to write independently and originally
  - Basic understanding of a marketing setup - operations, campaigns, social media
  - Basic knowledge of design and video editing tools is a plus
  - Analytical, adept, and prompt in approach to tasks
  - Easygoing, flexible, and open to learning
  - Comfortable managing multiple priorities in a fast-paced environment
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### Essential -

- Bachelor's Degree in Marketing, Communications, Business, Journalism or a related discipline.
- Master's Degree or MBA.

### Desirable -

- Professional certifications in Google Ads, Meta Ads, HubSpot, Google Analytics or Digital Marketing.
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## Other / Special Working Conditions

- Occasional evening and weekend work will be required to support School events and admissions activities.
- Flexibility during peak admissions periods is essential.
- Occasional domestic travel may be required for exhibitions, outreach events and promotional activities.

## WHY JOIN SHREWSBURY INTERNATIONAL SCHOOL INDIA?

Inspired by nearly **475 years of educational excellence** at Shrewsbury School UK, Shrewsbury International School India is redefining premium boarding education in India.

Set across a purpose-built **150-acre campus** in Bhopal, the School combines British educational traditions with exceptional facilities, world-class teaching and a strong commitment to preparing young people for life.

Joining Shrewsbury International School India means becoming part of an ambitious, international community committed to excellence, innovation and holistic education.

We believe exceptional schools are built by exceptional people, and we invest in creating an environment where talented professionals can thrive.

### Why You'll Love Working Here

#### Be Part of a Globally Respected Heritage

Work within one of the world's oldest and most respected British educational traditions, inspired by nearly 475 years of academic excellence.

#### Shape a Growing Premium Institution

Play an important role in building one of India's most ambitious British boarding schools.

#### Outstanding Campus

Work in a purpose-built 150-acre campus featuring exceptional academic, sporting, performing arts and boarding facilities.

#### Professional Development

Access continuous learning opportunities and work alongside experienced international educators and professionals.

## Collaborative Culture

Become part of a supportive and high-performing team that values innovation, integrity and collaboration.

## Make a Meaningful Impact

Every campaign you create contributes to helping families discover an education that prepares young people not just for university, but for life.

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## COMMITMENT TO DEIJB STATEMENT

Shrewsbury International School India is deeply committed to principles of **Diversity, Equity, Inclusion, Justice and fostering a sense of belonging for all**. Our intent is to create an inclusive and equitable community that values diversity and celebrates the unique identities of all our students, staff, and families. Guided by the principles of fairness and respect, we actively work to create an environment where everyone feels a sense of belonging and can thrive.

We are dedicated to upholding the values of:

### Diversity

We recognize and embrace the wide range of perspectives, cultures, backgrounds, and experiences that each individual brings to our community. We strive to cultivate an environment where differences are celebrated, and all voices are heard and valued.

### Equity

We are committed to ensuring fair access to opportunities, resources, and support for every member of our community. We will continuously evaluate and address systemic barriers to ensure that all individuals can achieve their fullest potential.

## **Inclusion**

We create spaces where all people are respected, welcomed, and supported, regardless of their race, ethnicity, gender, sexual orientation, socioeconomic background, religion, or ability. We aim to cultivate an environment where everyone is empowered to participate fully and meaningfully.

## **Justice**

We advocate for social and institutional change, challenging inequity, and confronting bias wherever it is found. We are dedicated to supporting a culture where fairness, accountability, and the dismantling of injustice are core to our mission and daily actions.

## **Belonging**

Above all, we believe in the importance of creating a community in which every individual feels valued and accepted. We strive to ensure that each person experiences a profound sense of connection and community.

As a school, we will continue to build upon these values through thoughtful curriculum design, professional development, community engagement, and the establishment of clear, actionable goals. We hold ourselves accountable to these standards and pledge to create a safe, welcoming, and empowering environment for all.

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## SAFEGUARDING & CHILD PROTECTION

Shrewsbury International School India is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. All candidates for roles at the School will undergo thorough child protection screening, including checks with the Police.

The postholder must:

- Comply with the School's Safeguarding & Child Protection Policy at all times.
- Undertake Safeguarding & Child Protection training as directed by their Line Manager.
- Successfully complete all required pre-employment safeguarding checks.
- International recruits will be required to provide an **International Child Protection Certificate (ICPC)** where applicable.

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## HOW TO APPLY

If you are passionate about creating meaningful marketing that inspires families and contributes to one of India's leading British boarding schools, we would be delighted to hear from you.

**To apply, please send your CV along with a covering letter to:**

**[hr@shrewsburyindia.in](mailto:hr@shrewsburyindia.in)**