

Job Title: Kumon - Brand and Digital Marketing Officer

Key Responsibilities:

- Initiate and support the execution of brand activation campaigns (online and offline), including advertising and social media marketing
- Contribute creative strategies and design ideas for marketing materials
- Coordinate with digital agencies, overseeing their performance, deliverables, and adherence to KPIs
- Analyze market trends and social media performance to optimize effectiveness
- Coordinate with external vendors and agencies to ensure smooth execution of marketing activities
- Handle incoming inquiries with prompt response
- Support daily operations, perform general clerical work and any ad-hoc assignment

Requirements:

- Degree or above in Marketing, Communications, Design, or related disciplines
- Minimum of 2-year content marketing experience
- Strong understanding of digital marketing
- Familiarity with social media platforms and content tools (e.g. Canva, CapCut, Meta Business Suite, Adobe Illustrator)
- Passionate about the education branding, with awareness of current industry trends
- Strong team player with excellent interpersonal and communication skills
- Highly organized, detail-oriented, and able to manage multiple tasks in a dynamic environment
- Proficient in English and Chinese, with the ability to write compelling and engaging content