

Job Description for School Events Officer

The Events officer will report directly to the Marketing Manager

Job Purpose: To assist the Marketing Manager in promoting and highlighting the school, both in the community and internationally; as well as maintaining student numbers by advertising NCBIS' high reputation, exam results and activities.

Main Functions:

- Designing posters, recruitment packs, admission packs, school letter heads, printing materials, banners and adverts for the local media and school events
- Developing creative means to spread the School's name and reputation
- Requesting and collating articles from the staff as informative publications in local magazines
- Promoting NCBIS by Twitter, Facebook and other forms of social media as they become relevant and viable publicity sources. The successful applicant should follow marketing trends and use them for the benefit of the school.
- Ensure a coordinated approach to "First Impression" NCBIS; including gardens, cleanliness, attractive displays, informative boards that promote CIS, IBO, ISI etc.
- Coordinate with local Nurseries to link with, and feed, NCBIS
- Links with embassies and multi national companies, keeping them up to date with our programs and successes
- Plan, lead, co-ordinate and direct main events like Family Day, Graduations, International Week, Parties, Dutch events, and other events as they arise
- Regularly attend PG meetings and help them organize their excursions and events, which create a whole school family atmosphere
- Be responsible for the planning and placement of Christmas and Ramadan decorations in the school, as well as any other major events in our calendar.
- Support the logistics of the Business Conference, Work Experience program as well as contacting speakers for Assemblies and IB studies' workshops
- Create well-referenced photo and resource archives for the school
- Coordinate Newsletters (weekly) and the Yearbook publication (annually)
- Update the website with information, photographs, and articles linked to the major events of the calendar.
- Linking with the Chinese community and organization of the annual Chinese Children's day, as well as visit to TEDA. (Principal)
- Maintain links with Alumni, with regular newsletters in a form attractive to a Millennial population, keeping them up to date with NCBIS changes, successes and events



Bringing out the best in everyone

NCBIS

Since 1978

New Cairo British International School



Person Specification

	Essential	Desirable
Education:		
A good standard of general education	X	
Experience:		
Previous marketing and design experience	X	
Previous experience of working in a school or other academic environment		X
Good level of ICT	X	
Skills and Personal Qualities:		
Ability to work alone and as part of a team	X	
Ability to communicate well within the school and wider communities in both English and Arabic	X	
Good organisational skills	X	
Desk top publishing, CAD and Photoshop design skills		
Ability to deal confidently with enquiries from the community	X	
Keen to promote a welcoming and helpful image of NCBIS	X	
Ability to develop a culture of mutual respect with the community	X	
Enjoy working with people	X	
Be interested in their own professional development	X	
Support and contribute to the school's responsibility for safeguarding students	X	
Recent Police Check, and letter of good character	X	