

## Marketing Manager Job Description and Person Specification

The Marketing Manager will report directly to the Executive Business Director.

### Job Description:

Key areas of responsibility will include:

- Preparing monthly reports to the Board on all Marketing data and activity;
- Building on the reputation of NCBIS locally, nationally and internationally;
- Working with both the academic and administration teams to ensure all school events are well organised and communicated in a timely fashion;
- Devising and organising events to engage with our current Parent Group, helping to ensure high levels of family retention;
- Understanding the school's market and using this knowledge to incorporate a digital marketing strategy;
- Devising an annual promotional activities schedule and managing the schedule within an agreed marketing budget;
- Writing and designing a range of internal and external publications (print and digital);
- Ensuring the consistency of the school's brand across all material;
- Project managing and executing events and campaigns;
- Regularly updating the school's website;
- Supplying and following up on press stories and editorials;
- Maintaining a record of all press releases and cuttings which can be used for later marketing purposes;
- Analyzing the effectiveness of advertising campaigns, ensuring the school is adequately and appropriately advertised within a given budget;
- Working with other internal departments and outside agencies to promote and recruit students.

### Person Specification



Bringing out the best in everyone

# NCBIS

Since 1978

New Cairo British International School



Essential	Additional Desirables
<ul style="list-style-type: none"> <li>● Previous experience working within an international school environment;</li> <li>● Experience of either marketing and / or pupil / staff recruitment;</li> <li>● Sound understanding of PR and events management;</li> <li>● Excellent ICT skills;</li> <li>● Highly organized with the ability to multi-task and work calmly under pressure;</li> <li>● Excellent people skills, ability to work directly with parents, colleagues, suppliers etc.;</li> <li>● Excellent communication, presentation and organization skills;</li> <li>● Be fluent in both English and Arabic.</li> </ul>	<ul style="list-style-type: none"> <li>● Experience of being taught in an international school setting or living as an expat;</li> <li>● Marketing qualification;</li> <li>● Practical experience of PR and/or events management;</li> <li>● Fluency with design software (print and web);</li> <li>● Ability to speak Dutch (for our Dutch Stream perspective parents).</li> </ul>