

Marketing Manager

Job Description and Person Specification

The Marketing Manager will report directly to the Executive Director of the School.

We are looking for a qualified and experienced individual to join our team. This is a dynamic role that will suit someone creative and diligent. There is scope to build upon an existing skill set and bring fresh perspectives to our school.

This is a full time role with the possibility of flexible working arrangements for the right candidate. Please see the Marketing Job Description and Person Specification attached.

Please send a letter of application outlining your suitability for the role as well as a reference that includes an up to date photo as well as the details of 2 references that we can contact.

The successful applicant needs to have a CRB or equivalent police check and undergo mandatory training to meet our safeguarding standards.

We provide an attractive and welcoming international school to work and a competitive salary commensurate with the person's experience plus additional benefits. The Marketing Manager will form part of the Administrative Leadership Team.

All applications and CV's should be emailed to the Executive Director at recruitment.wholeschool@ncbis.co.uk

Deadline for applications is: Saturday, November 21, 2020.

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;
- 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;
- Analysing the effectiveness of advertising campaigns, ensuring the school is adequately and appropriately advertised within a given budget;
- To be aware of competing schools' websites and websites of other excellent schools, to ensure our own website is attractive and gives excellent information for potential new families and staff.
- Working with other internal departments and outside agencies to promote and recruit students.

Person Specification:

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

With kind regards

HR Department, NCBIS