



THE BRITISH  
INTERNATIONAL  
SCHOOL  
Abu Dhabi, UAE

**JOB DESCRIPTION AND PERSON SPECIFICATION**

<b>JOB FAMILY</b>	The British International School Abu Dhabi, Marketing Department
<b>JOB TITLE</b>	Marketing and Communications Officer
<b>JOB PURPOSE</b>	<p>To deliver clear, timely word of mouth marketing, communications, events, parental liaison, website development and any other required marketing support.</p> <p>To promote the school as a leader in the field of educational best practice, to increase advocacy, retention and enquiries to the school.</p>
<b>REPORTING TO:</b>	Marketing and Admissions Manager
<b>DIRECT REPORTS:</b>	N/A
<b>OTHER KEY RELATIONSHIPS</b>	Admissions, stakeholders, parental communities
<b>PACKAGE:</b>	Competitive remuneration and benefits based on experience

**RESPONSIBILITIES AND DUTIES**

**Marketing**

- Maintain and develop the website as a marketing tool particularly in regard to content and SEO
- Supporting the new website development project in terms of content development
- Increase online presence through digital marketing and social media
- Continuously update a range of publications that supports the work of the Admissions and Marketing team
- Develop publications that support the work of teachers and the standard of their documents sent externally.
- Continuously update the bank of photos we have for communications, marketing and admissions use
- Focus on delivering the distinctiveness agenda of the school

**Communications**

- Create a communicative atmosphere between the school's parents, teachers and students in order to build a community that represents all of the school's nationalities and the UAE
- Attend coffee mornings, class parent forums and other parental forums that enable regular communication with parents and provide key feedback on parental perception of the school and events
- To support PR and media opportunities
- Collect good news stories from around the school, and work with teachers and students to ensure that stories are filtered into the internal communications and media
- To compile and deliver weekly communications with parents including the online newsletter and other areas as required

**Events**

- Create and project manage an annual programme of educational events that deliver themes related to the community, charity and education
- To support with the communication of key events, updates, notices and any other news that is relevant for the community

**Brand Management**

- Create signage and displays that are representative of the school brand.
- Create school collateral, communications and events that adhere to the school brand guidelines.

**PERSON SPECIFICATION****Qualifications/Training**

Degree	Essential
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**Experience**

Experience of the production of printed collateral	Essential
Demonstrable experience of writing, editing and proofing copy.	Essential
Planning priorities and delivering against agreed service levels and targets	Essential
Working with people from different cultures and countries	Essential
Familiar with the National Curriculum of England and the IB Diploma	Desirable
Experience of successful brand-building work.	Desirable

**Skills**

Excellent Communications skills, particularly written and spoken English	Essential
Ability to prioritise and deliver against agreed service levels and targets	Essential
Personal IT skills including creative and CMS packages	Essential
High level interpersonal skills	Essential
Event and Project management	Desirable

**Personal Attributes**

Results driven with high energy level	Essential
Highly Effective communicator and influencer	Essential
Team player with good integrity	Essential
Can Do attitude and flexible	Essential
Organised	Essential
Ability to listen to others, formulate overall view and gain commitment from others	Essential
Affinity with and interest in education	Essential