

<b>LOCATION</b>	The British International School Abu Dhabi
<b>JOB TITLE</b>	Marketing Officer
<b>JOB PURPOSE</b>	To deliver clear, timely marketing, communications, events, parental liaison, website development and any other required marketing support. To promote the school as a leader in the field of educational best practice, to increase advocacy, retention and enquiries to the school.
<b>REPORTING TO</b>	Director of Admissions and Marketing
<b>DIRECT REPORTS</b>	None
<b>OTHER KEY RELATIONSHIPS</b>	Admissions, stakeholders, parental communities
<b>PACKAGE</b>	Competitive
<b>KEY RESULT AREAS</b>	
<p><u>Marketing</u></p> <ul style="list-style-type: none"> <li>• Maintain and develop the website as a marketing tool particularly in regard to content and SEO.</li> <li>• Support continuous website development in terms of content development.</li> <li>• Develop strategies to increase online presence through digital marketing and social media.</li> <li>• Continuously update a range of publications that supports the work of the Admissions and Marketing team.</li> <li>• Develop publications that support the work of teachers and the standard of their documents sent externally.</li> <li>• Continuously update photos and video banks for communications, marketing and admissions use.</li> <li>• Focus on delivering the distinctiveness agenda of the school.</li> <li>• Maintain accurate records of PR contacts and key stakeholders</li> <li>• Develop local market parent and competitor understanding</li> <li>• Support the DAM to leverage paid advertising and advertorials to gain editorial coverage</li> </ul>	
<p><u>Communications</u></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• To support PR and media opportunities.</li> <li>• 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.</li> <li>• To compile and deliver weekly communications with parents including the online newsletter and other areas as required.</li> <li>• To communicate information visually using graphic design skills and packages (ie posters, website and yearbook layouts).</li> </ul>	
<p><u>Events</u></p> <ul style="list-style-type: none"> <li>• Support the Events Coordinator in the lead up and execution of events</li> <li>• To support with the communication of key events, updates, notices and any other news that is relevant for the community.</li> </ul>	

<b>Alumni</b>	
<ul style="list-style-type: none"> <li>• Support the DAM in developing and implementing alumni engagement strategies</li> <li>• Keeps accurate records of all alumni members</li> </ul>	
<b>Brand Management</b>	
<ul style="list-style-type: none"> <li>• Create signage and displays that are representative of the school brand.</li> <li>• Create school collateral, communications and events that adhere to the school brand guidelines.</li> </ul>	
<b>Personal Development</b>	
<ul style="list-style-type: none"> <li>▪ Continual development through the identification and implementation of your own Personal Development Plan</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improved performance</li> <li>▪ Performance appraisal</li> <li>▪ Personal Development Plan</li> </ul>
<b>OTHER</b>	
<ul style="list-style-type: none"> <li>▪ Promote and adhere to the Company Vision and Values: <ul style="list-style-type: none"> <li>▪ <b>Opportunity</b> - For us, opportunities need to be meaningful, about achieving potential and making progress.</li> <li>▪ <b>Impact</b> - For us, impact is about making a difference. It needs to be immediate, positive and lasting.</li> <li>▪ <b>Leadership</b> - For us, leadership is about considering the team's needs as well as your own, setting inspiring examples, being supportive and showing real accountability and responsibility.</li> <li>▪ <b>Respect</b> - For us, respect is about listening, being inclusive, showing tolerance and getting the little things right.</li> </ul> </li> <li>▪ All staff are required to manage effective personal development as part of the Company's commitment to invest in staff as the key resource in the organisation.</li> <li>▪ Each individual must ensure that they meet their statutory responsibilities and Company policies with regard to Health and Safety, Equal Opportunities and other relevant legislation.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Valued member of the team and organisation</li> </ul>

PERSON SPECIFICATIONS	
<b>Qualifications/Training</b>	
• University Degree	Essential
• Fluent in English	Essential
<b>Experience / Knowledge</b>	
• Experience in 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
• Experience of successful brand-building work.	Desirable

• Experience of using Adobe design software or other similar packages.	Desirable
• Graphic design experience and knowledge.	Desirable
<b>Skills</b>	
• Communicating with confidence - Conveying messages and information clearly and confidently, appropriate to your audience.	Essential
• Customer focus - Understanding and meeting customer needs.	Essential
• Planning and organising - Managing operating processes and procedures effectively within the needs of the school and working to deadlines.	Essential
• Relationships with others - Developing, building and maintaining effective and appropriate relations.	Essential
• Reliability - Demonstrating dependability, consistency and commitment to self and others.	Essential
• Adaptability - Being flexible when working with others to deliver results.	Essential
• Assertiveness - Asserting own needs, opinions and feelings whilst valuing those of others by demonstrating understanding and respect.	Essential
<b>Personal Attributes</b>	
▪ High levels of personal integrity.	Essential
▪ Excellent organisational and time-management skills	Essential
▪ Attention to detail	Essential
▪ Ability to work under pressure and remain calm	Essential
▪ Willingness to take on multiple tasks	Essential
▪ Proactive and able to prompt others to ensure deadlines are achieved	Essential
▪ Self-motivated and enthusiastic	Essential
▪ Ability to work independently	Essential
▪ Continually strive for improvement	Essential
▪ Adaptability	Essential
▪ Reflective	Essential
▪ Team player	Essential
▪ Excellent personal presentation to reflect a professional environment.	Essential

#### OTHER CONDITIONS

Hold a current Enhanced Criminal Records Bureau Disclosure or equivalent for countries lived in outside of the UK.

Must have valid work permit for the UAE