



BRIGHTON COLLEGE
DUBAI

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Marketing Coordinator

Date of Advert: November 2022

Job Start Date: Immediate





Brighton College Dubai wishes to recruit a Marketing Coordinator

Introduction

We are currently seeking to appoint an experienced and well-qualified Marketing Coordinator to join us Brighton College Dubai. At Brighton College Dubai it is expected that all colleagues work together in establishing Brighton College Dubai as a true leader in the Emirate of Dubai. This will be achieved through the collective efforts of an exceptional and hardworking team with the united goal of ensuring that every child reaches their potential both academically and socially, by pushing boundaries and broadening horizons.

Brighton College Dubai benefits from a strong partnership with Brighton College, the UK's top co-educational school and Sunday Times School of the Decade, and with Brighton College Abu Dhabi, Brighton College Al Ain, Brighton College Bangkok and Brighton College Singapore. The Brighton family of schools currently educates more than 4,000 pupils. Our position as a member of a group of leading academic schools creates opportunities for professional development and career progression which are seldom, if ever, matched. The three Brighton College schools in the UAE work closely together. The schools in the UAE also work closely with our partner, Bloom Holdings and its education division, Bloom Education. Brighton and Bloom have enjoyed a strong and fruitful partnership for more than a decade. Brighton College Dubai is regulated by the Dubai Knowledge and Human Development Authority and Bloom Education plays a vital role in supporting this relationship effectively.

Packages are competitive, with a good salary and comprehensive benefits.

The College

Brighton College, the UK's top co-educational school, opened its sister school in Dubai in September 2018 and was awarded the grade of "Outstanding" in its first British School Overseas (BSO) inspection in November 2022.

Brighton College Dubai is comprised of a Preparatory School (for pupils aged 3 to 11) and a Senior School (11-18) and is a leading Independent-style British International School located in the United Arab Emirates. With a prime location, it will eventually educate 1,600 pupils across the 3 to 18 age range on its striking campus in the centre of Dubai, one of the world's most innovative and exciting cities. It offers its pupils a world-class British education in a co-educational setting, leading to IGCSE and A-level studies, and entry to the world's leading universities.

A key component of Brighton's internationalisation is the importance it places upon ensuring that its sister schools are authentically interpreting its values and ethos. Each school combines academic excellence with a wealth of co-curricular opportunities, all underpinned by a deep commitment to the individual needs and enthusiasms of every child and each values the importance of the individual: every boy and girl in the Brighton family of schools is valued for his or her own sake and encouraged to develop his or her talents to the full, in a community where there are no stereotypes and where every achievement, however small, is noticed.

Brighton College Dubai has classes from Foundations Stage 1 through to Year 11 and opened its Sixth Form last year which offers a comprehensive programme of courses with the aim of being the leading British international school in the Emirate of Dubai with heavily oversubscribed applications for entry.

The College works closely with the local education regulator KHDA (Knowledge and Human Development Agency) to ensure that not only are all regulator and accreditation requirements fulfilled but will act as an example of best practice to be shared in many areas of teaching and pupil experience.



JOB DESCRIPTION

Brighton College Dubai wishes to recruit a Marketing Coordinator

JOB DESCRIPTION

Consulting with: All staff

Reporting to: Head of Marketing and Communication & Head Master

Overview

To manage the implementation of marketing and communication strategies to achieve enrolment targets and other related KPIs. The post holder will help collate and generate news content and ensure that all marketing activity is widely and appropriately publicised across our online platforms, print and digital marketing media. Specific responsibility will be for the day-to-day management of the school's websites, social media channels, targeted communications plan, coverage of daily school activities and the managing and reporting of leads. This is achieved through collaboration with Bloom Education Marketing support services, school in-house teams and key corporate and school stakeholders.

Key Duties

- Implementing strategies for enrolment growth, in line with the school's enrolment and communications objectives and the current needs of the market
- Leading school marketing initiatives, in close collaboration with the Admissions team to ensure excellence in service delivery to prospective families throughout their enrolment journey
- Managing external and internal marketing, communication, social media and PR efforts, including:
- Liaise with teachers and staff to identify opportunities for engaging news stories that are 'on brand' for promotion via our website and social media channels
- Working with admissions and education teams to conceptualize and execute in-person/virtual events, open houses, and tours to drive prospective parents to the admissions office
- Drive inquiries /event registrations via a mix of channels
- Create engaging on brand social media content that promotes school activities and events.
- Overseeing communications and materials to maintain the schools brand standards including: updated brochures and print materials; updated video and photo assets; environmental branding around the school.
- Develop and maintain website content to ensure it is always fresh, comprehensive, up-to-date and focused on evidencing our Schools narrative and Promises
- Leads on all activations and events based in Dubai, on behalf of the school
- Manage the production of the annual Review magazine by commissioning, collating, editing, and proofreading content.
- Escort photographers and videographers on school premises, when requested.
- To work with the admissions team to develop personal links with feeder schools, key employers, local estate agents, nurseries, relocation agents and developers to maximise student recruitment opportunities
- Collate updates from Heads of department for student and parent handbooks
- Overseeing processes for managing leads and enquiries and provide regular reporting
- Responsible for reporting on competitor marketing activities in Dubai



Person Specification

- Excellent communication skills in English - copywriting, editing and proofreading
- Strong design aesthetic
- Management of social channels such as Facebook, Instagram, Twitter, LinkedIn and YouTube – creating and curating content, social influence building
- Understanding of online marketing and measurement metrics
- Understanding of using a CMS for website management preferable
- Understanding of Hubspot and Mailchimp preferable
- Graphic design, photo editing and retouching skills with a working knowledge of Canva, InDesign, Adobe Acrobat, Powerpoint, Adobe Photoshop preferable
- Knowledge of audio/video editing preferable

Qualifications

- Bachelor's Degree in Business, Marketing or related field of study
- A minimum five years' experience in a results-driven sales and marketing role.
- A combined background of post-sales and sales experience is mandatory; ability to influence the team to deliver quality results and meet sales targets consistently is critical.
- Experience in simultaneously managing several projects.
- Relationship management experience – able to build and influence professional relationships with peer group as well as parental community
- Deep understanding of value drivers of a business
- Effective communicator (written and spoken)
- Interpersonal skills, able to operate in a diverse environment

Remuneration

We offer a competitive salary commensurate with experience and industry standard benefits package.

Acceptance and Conditions

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. Employees will be expected to comply with any reasonable request from a leader in the school to undertake work of a similar level that is not specified in this job description. This document may be modified by the Corporate Team with your agreement, to reflect or anticipate changes in the post commensurate with the salary and position title.



HOW TO APPLY

All applications must consist of the following completed documents:

1. Letter of application (maximum one and a half sides of Garamond 12) addressed to Mr Simon Crane, Head Master of Brighton College Dubai. Please state clearly in your letter all relevant experience to support your application. This should be attached to your electronic application.
2. CV (maximum 4 sides) naming two referees, one of whom must be your current or most recent employer. This should be attached to your electronic application.

Please note:

Incomplete applications will not be considered, and Brighton College Dubai reserves the right to make an appointment at any stage of the recruitment process.

Brighton College Dubai is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Please note that should your application be successful, a police check will be undertaken in the country of origin; in the UK, a disclosure will be requested from the UK's Disclosure and Barring Service