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| Job Title: Marketing Coordinator (focus on social media) | |
| Dept: Marketing & Communications | Reports to: Marketing & Communications Manager |

Job Description

Who We Are

Kings' Education is a group of premium schools, welcoming students from around the globe from age 3 to 18 years. The education we deliver in our schools combines a British-based curriculum with an international perspective, tailored to the needs of our community of young people growing up in Dubai today, whether expatriate or local. We foster 'The Best by Every Child' to effectively support all our students striving to reach their true potential.

Since 2004, Kings' has grown from a few hundred to near 3,000 students in three campuses: Kings' School Dubai, Kings' School Al Barsha and Kings' School Nad Al Sheba offering Foundation Stage, Primary and Secondary levels of education. All our schools have the same high standards and exceptional levels of student attainment and progress that have made Kings' School Dubai the only school in Dubai to achieve an Outstanding rating from the Dubai Schools Inspection Bureau since inspections began.

For more information visit our website – www.kings-edu.com

What You'll Do

Marketing's primary role is to attract prospective parents to meet admissions targets as well as strengthen brand awareness and reputation. You will play a pivotal role in supporting and shaping Kings' Schools marketing plans, both pan-school and at an individual school level. The core focus of this role is to support the group's social media plans, which includes content generation, creative development, planning, input into strategy and analytics.

Who You Are

If you are motivated by the idea of rolling up your sleeves and collaborating across teams to bring marketing programs to life, this role is for you. You are a self-starter who has a passion for marketing and communications. You are both organised and naturally inquisitive; always looking to improve the way things are done. You are a confident communicator comfortable dealing with all levels within the group as well having exceptional written and creative skills to ensure clear and compelling storytelling to the external world.

Responsibilities

- Contribute to the development of and implementation of the social media plans for Kings' Schools to achieve admissions targets, drive brand awareness and support parent retention.
- Execution and regular review on the agreed plans to deliver agreed KPI's
- To uphold the brand guidelines for the Schools' brand identity and monitor communications for compliance with the brand guidelines
- Listen and monitor Kings' Schools digital presence along with key competitors
- Manage and develop social media channels and the supporting plan for a single school working closely with both the marketing and academic teams.
- Point of contact for an individual school to organise and gather visual content (photos & video) as well as feedback and support key initiatives.
- Track key metrics and provide reporting and analysis to support decision making.
- Write clear and compelling content to be used across all channels e.g. social media, marketing collateral, website or editorial.
- Develop video and visual content to support editorial calendar and marketing plan.
- Identify key influencers and create a plan to communicate and partner with.
- Keep updated on digital trends particularly in relation to social media and keep the team informed.
- Support marketing team with general tasks.

Requirements

- Fluency in English, both written and verbal.
- 2-3 years of marketing experience with BA/BS degree or relevant qualifications. Ideally 1 year minimum in a social media role.
- Solid understanding of digital and social; experience of marketing in schools is a big plus.
- Excellent communication, teamwork, and interpersonal skills; proven team-first mentality as well as taking initiative.
- Proficiency and proven track record in writing and storytelling to create clear and inspiring content to be used across all channels.
- Strong attention to detail and resourcefulness to deliver high quality communications 1st time, every time.
- Well organised with a strong sense of prioritisation and problem solving skills working within a dynamic environment.
- A positive and proactive person with the ability to innovate with new ideas as well as an enthusiastic learner.
- Left- and right-brain thinker who draws energy from analytical and creative thinking
- Experience or qualification in photography or videography is a plus.
- Experience in graphic design software such as Adobe Illustrator or Photoshop is a plus.