



KINGS' EDUCATION

Job Title: Marketing Manager

Department:
Marketing

Reports to:
Head of Business Development

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 be responsible the development and execution of Kings' Schools marketing strategy and plans, both at a brand level and for the individual schools. The core focus of this role is to lead the marketing function at Kings', develop and deliver against marketing plans working closely with all key stakeholders, manage and nurture a small team of marketing professionals.

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. You are an inspiring team lead, managing and nurturing your people to perform to the best of their ability.





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Responsibilities

- Develop and implement the marketing strategy and plans for Kings' Schools to achieve admissions targets, drive brand awareness and support parent retention/engagement
- Manage and develop a team of two marketing coordinators
- Manage effectively the allocated marketing budget
- Proactively manage editorial and advertising relationships to ensure maximum exposure
- Own relationships with agency and freelance partners to ensure all campaigns are delivered on time and to brief.
- Act as a brand ambassador and ensure brand guidelines are upheld
- Report on marketing effectiveness and provide tactics to optimize
- Develop and fulfilment of content strategy to support inbound marketing model.
- Oversee social media strategy and execution with team
- Lead generation via event fulfilment, partnerships and other inbound marketing activity including close liaison with the Admissions team
- Work closely with academic leadership teams and Head of Business Development to develop innovative and impactful marketing activity
- Support the leadership team with adhoc tasks.

Requirements

- 7-10 years of marketing experience with BA/BS degree or relevant qualifications.
- Strong organisational and problem-solving skills, proven ability to prioritise and manage multiple tasks and projects.
- Solid project management skills with an ability to multitask and manage multiple small to large projects in a cross-functional environment
- Excellent communication, teamwork, and interpersonal skills; proven team-first mentality as well as taking initiative.
- Solid understanding of digital marketing and storytelling; experience of marketing in schools is a plus.
- Strong attention to detail and resourcefulness to deliver high quality communications 1st time, every time as well as good eye for design aesthetics.
- 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.

