**Kings Education**

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| **Job Title:** Marketing Coordinator x2 |
| **Dept:** Marketing & Communications | **Reports to:** Marketing & Business Development Manager |

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| **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’](http://oi-me.com/stage/kings-dubai/html/what-sets-kings-apart.html) to effectively support all our students striving to reach their true potential.Since 2004, Kings’ has grown from a few hundred to over 2,600 students in three campuses: [Kings’ School Dubai](http://oi-me.com/stage/kings-dubai/html/kings-school-dubai.html)**,** [Kings’ School Al Barsha](http://oi-me.com/stage/kings-dubai/html/kings-school-al-barsha.html)and [Kings’ School Nad Al Sheba](http://oi-me.com/stage/kings-dubai/html/kings-school-nad-al-sheba.html)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](http://www.kings-edu.com) or www.kings.dubai.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. As a generalist you will be involved in a number of areas including social media, content development, advertising, event management, analytics and creative design. *Note: All areas may not be managed by one person, the spit of responsibilities will be to a certain degree defined by the profile of the successful candidate(s).***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 skills to ensure clear and compelling storytelling to the external world. |

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| **Responsibilities** |
| * Contribute to the development of and implementation of the marketing plans for Kings’ Schools to achieve admissions targets
* 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
* 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.
* 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 educational teams.* Point of contact for an individual school to organize and gather visual content (photos

& video).* Manage the rolling plan for advertising bookings including proactive management

of relationships with key suppliers.* Create advertisements and promotional materials for the Schools for use in digital

and offline channels supported by our agency.* Attend and support both relevant Kings’ school events as well as external events and fairs, ensuring comprehensive and positive exposure for the brand and lead generation where appropriate.
* Support marketing manager with the identification and fulfillment of editorial opportunities.

*Note: All areas may not be managed by one person, the spit of responsibilities will be to a certain degree defined by the profile of the successful candidate(s).* |

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| **Requirements** |
| * Fluency in English, both written and verbal.
* 2-3 years of marketing experience with BA/BS degree or relevant qualifications
* Solid understanding of marketing and digital; 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 is a plus.
* Experience in graphic design software such as Adobe Illustrator or Photoshop is a plus.
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