

<b>LOCATION</b>	The British International School Abu Dhabi	
<b>JOB TITLE</b>	<b>Marketing Executive</b>	
<b>JOB PURPOSE</b>	To work with the school and Regional MAC team to develop and deliver the right brand messages to all our stakeholders (parents, students and key influencers) within the school and wider community throughout all phases of the Parent Experience Journey.	
<b>REPORTING TO</b>	Director of Admissions and Marketing	
<b>DIRECT REPORTS</b>	None	
<b>OTHER KEY RELATIONSHIPS</b>	Internal <ul style="list-style-type: none"> <li>• School Principal, SLT, Academic Faculty, MAC Team</li> <li>• The Regional Office</li> <li>• Central Marketing Team in HK</li> <li>• Other global MAC team members</li> </ul>	External <ul style="list-style-type: none"> <li>• Marketing agencies</li> <li>• Press and media contacts</li> <li>• Marketing services suppliers</li> </ul>
<b>PACKAGE</b>	Competitive	
<b>KEY RESULT AREA</b>	<b>MEASURES OF PERFORMANCE</b>	
<b>Support the DAM and Regional Head of Marketing to define the USP of the school within Nord Anglia Education brand context.</b> <ul style="list-style-type: none"> <li>▪ Develop local market parent and competitor understanding to feed into the definition of the 'DNA' of the school and the work led by the DAM and regional team on the brand equity framework, USP, message house and brand style guide.</li> <li>▪ Support the work on how each school's brand messages fit into the NAE brand and how they should be presented to parents.</li> <li>▪ Support the development of local proof points aligned to the school message house.</li> <li>▪ Support the development of campaign ideas for the school based on the USP.</li> </ul>		<ul style="list-style-type: none"> <li>▪ Increases in enquiries and conversion through the pipeline</li> <li>▪ Relevant parent survey results</li> </ul>
<b>Implement the brand style guide to ensure consistency and quality of positioning and visual identity in all school collateral.</b> <ul style="list-style-type: none"> <li>▪ Ensure full implementation in internal and external facing materials both offline and online (school marketing collateral, website, advertising materials etc.).</li> <li>▪ Work with the DAM, Principal and Regional Head of Marketing to ensure that décor/furnishings in the buildings (current and planned) reflect the brand positioning and visual identity.</li> <li>▪ Ensure that the USP and school brand are consistently presented.</li> </ul>		<ul style="list-style-type: none"> <li>▪ Pipeline conversion improvement</li> <li>▪ Relevant survey results</li> <li>▪ Annual table-top review to check brand consistency</li> </ul>

<p><b>Implement NAE brand and campaign materials in the school.</b></p> <ul style="list-style-type: none"> <li>▪ Ensure the core NAE brand is visible within the school.</li> <li>▪ Implement all marketing campaigns across the school, including MIT, Juilliard, UNICEF and Global Campus.</li> <li>▪ Ensure clear visibility of campaigns in our printed collateral and digital presence.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pipeline conversion improvement</li> <li>▪ Relevant parent survey results</li> </ul>
<p><b>Support the Regional and Central Digital Marketing team to optimize the development of the website and demonstrate leadership for the school at every stage of the parent online research journey.</b></p> <ul style="list-style-type: none"> <li>▪ Manage the school website via the CMS.</li> <li>▪ Work with the regional and central teams to optimize SEO and implement recommendations for improvement.</li> <li>▪ Lead the Digital Health Check with the regional and central MAC team.</li> <li>▪ Write the copy and provide any visual imagery requested by the regional and central MAC team for paid campaigns.</li> <li>▪ Input into the social media strategy and execution in the school.</li> <li>▪ Support and execute the email marketing strategy and plan for the school.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pipeline conversion improvement</li> <li>▪ Performance of paid campaigns versus budget and prior year</li> <li>▪ Annual desk-top review to check quality and brand consistency</li> </ul>
<p><b>Work with the Communication Manager / Executive in the school to drive awareness of our brand through great content.</b></p> <ul style="list-style-type: none"> <li>▪ Understand what both internal and external stakeholders want to hear and support the development of a content calendar which delivers key messages in a timely and engaging way.</li> <li>▪ Achieve the right tone and voice in all communications.</li> <li>▪ Aggregate great content into communications that build awareness of the NAE and school brand.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Review of engagement with content</li> <li>▪ Annual table-top review to check quality and consistency of messaging</li> </ul>
<p><b>Support the school DAM with regard to the PR and media strategy for the school.</b></p> <ul style="list-style-type: none"> <li>▪ Support the DAM to develop and build media relationships so the school is top of mind and first choice when journalists are looking for contributors.</li> <li>▪ Support the DAM to leverage paid advertising and advertorials to gain editorial coverage aligned to school brand messages.</li> <li>▪ With guidance from the School DAM, Regional and Central teams, respond appropriately to media enquiries.</li> <li>▪ Support the school team on crisis communications working with the Regional and Central teams as appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Frequency of coverage on target</li> <li>▪ Year on year increase in coverage for the school</li> </ul>

<p><b>Support the School DAM to develop the annual marketing plans for the school aligned to the regional marketing plan.</b></p> <ul style="list-style-type: none"> <li>▪ Support the analysis of prior year performance.</li> <li>▪ Support the development of strategies and tactics for the coming year.</li> <li>▪ Support the DAM to manage the marketing budget and the ROI of marketing activities carried out.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Plans in place for each school by stated date</li> <li>▪ Improved marketing plan spend efficiency (spend per starter) year on year</li> </ul>
<p><b>Work with the School MAC team and Regional office on any other Marketing related activities as required.</b></p> <ul style="list-style-type: none"> <li>▪ Perform regular competitive audits and provide business intelligence to the school MAC and SLT team and regional / central colleagues.</li> <li>▪ Run required analytics and / or assist with preparing data for analysis.</li> <li>▪ Assist with brand related projects such as alumni networking support.</li> <li>▪ Support the MAC team through attendance at school recruitment events.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Feedback from regional team</li> </ul>
<p><b>Provide appropriate leadership, coaching and best practice sharing to other members of the MAC and wider school team.</b></p> <ul style="list-style-type: none"> <li>▪ Act as a role-model to other members of the MAC Team and coach the best from them.</li> <li>▪ Support the DAM to develop a culture where the school engages as one and works to ensure admissions is a whole school responsibility.</li> <li>▪ Contribute to the sharing of best practice in marketing across the MAC school team, region and group.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Employee performance review rating(s)</li> <li>▪ Team conversion rates</li> <li>▪ Team feedback</li> </ul>
<p><b>Take a proactive approach to personal development planning using company toolkits and procedures as appropriate.</b></p> <ul style="list-style-type: none"> <li>▪ Take ownership for personal development and works with DAM to develop and implement a focused and straightforward Personal Development Plan.</li> <li>▪ Take ownership for requesting feedback from others in a timely fashion.</li> <li>▪ Provide both constructive and appreciative feedback both unprompted and when asked.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Positive performance appraisal</li> </ul>
<p><b>Philosophy and values:</b></p> <p><b>We are ambitious for our students, our people and our family of schools. We believe that:</b></p> <ul style="list-style-type: none"> <li>▪ There is no limit to what every person can achieve.</li> <li>▪ Creativity and challenge help us get better every day.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Role-model the 'Be Ambitious' philosophy each day</li> <li>▪ Feedback as a valued member of the team and the wider organisation</li> </ul>

<ul style="list-style-type: none"> <li>▪ Learning should be personalised.</li> <li>▪ Unique global opportunities enhance the learning experience.</li> </ul> <p><b>Promote and adhere to the Company Vision and Values:</b></p> <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> <p>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 and undertake any other appropriate duties as allocated by the Principal.</p>	
<p><b>OTHER</b></p> <ul style="list-style-type: none"> <li>▪ Promote and embodies <i>The CORE 7 Leadership Capabilities</i>:             <ol style="list-style-type: none"> <li>1. <b>Accountable</b> – Establishes a high performing culture and accepts accountability for organisational performance.</li> <li>2. <b>Strategic</b> – Leads opportunity and is committed to continuous improvement aligned with the organisational vision and direction</li> <li>3. <b>Collaborative</b> – Works collaboratively with others to achieve organisational outcomes</li> <li>4. <b>Entrepreneurial</b> – Creates organisational value for diverse stakeholders and achieves commercial success</li> <li>5. <b>Enabling</b> – Drives excellence through valuing and developing others</li> <li>6. <b>Agile</b> – Achieves personal and organisational success within a changing, dynamic and complex environment</li> <li>7. <b>Resilient</b> – Demonstrates personal resilience within a demanding environment of high expectations.</li> </ol> </li> <li>▪ A commitment to safeguarding and promoting the welfare of all pupils.</li> <li>▪ Willingness to undertake appropriate child protection training when required.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Valued member of the team and organisation</li> </ul>

PERSON SPECIFICATIONS		
<b>Qualifications / Training</b>		
Bachelor's Degree		Desirable
<b>Experience / Knowledge/ Skills</b>		
Minimum 2 years working in a marketing team/environment (agency or client side)		Essential
Good cross-cultural, interpersonal & communication skills to interact with diverse nationalities and cultures		Essential
Proven teamwork and negotiation skills		Essential
Experience of having worked within a service delivery sector, education sector experience a bonus		Desirable
Experience of brand equity development		Desirable
Experience of campaign development including creative materials		Essential
Good analytical skills and evaluation of ROI, KPIs		Desirable
Outstanding written and verbal communication skills in [insert language]		Essential
Good copywriting skills with excellent written [insert language]		Essential
Experience in monitoring competitor market activity		Desirable
Excellent time management skills and flexibility in dealing with multi-functional tasks		Essential
Strong aesthetic eye in evaluating collateral – both in terms of design and in terms of driving effective behavior change		Essential
<b>Personal Attributes</b>		
Creative and technical thinking ability		Essential
Self-motivated, flexible and adaptable to different tasks at hand		Essential
Proactive and able to prompt others to ensure deadlines and targets are achieved, calm working under pressure		Essential
Uses evidence to support arguments or positions taken		Essential
High level of integrity		Essential
Excellent time management and organizational skills		Essential
Proficient communicator both oral and written		Essential
Excellent attention to detail		Essential
Affinity with and interest in education		Essential