

Role Profile			
Role	Head of Marketing & Admissions	School	United School International
Line Management	Marketing and Admissions Team	Reporting To	Executive Principal
Internal and External Interactions	Principals, parents, prospective parents, students, outside agency providers, school staff, Orbital Education and members of the USI School Board as appropriate (Marketing and Education).		
<b>Role Purpose</b>			
<p>To develop, and lead the execution of a successful Marketing and Admissions strategy which delivers excellent levels of customer service, improves positioning versus the competition, and creates USPs to attract new families to the school and meet and exceed roll targets.</p> <p>You will ensure that all government policies and education trends are understood and integrated into Marketing and Admissions strategy and actions, leading training and development which supports excellent customer service protocols. More widely providing strategic and operational support to develop the school's public image within the local community. You will lead and oversee the admissions process to ensure a culture of excellent customer service, building effective partnerships with the School Board, Executive Principal and Orbital Education to support success.</p>			
<b>Key Accountabilities</b>			
<p><b>1. Marketing</b></p> <ul style="list-style-type: none"> <li>Work in conjunction with the Orbital Group Marketing Director to develop and implement a successful Marketing strategy which delivers school growth.</li> <li>Prepare annual marketing plans, Marketing budget proposals and expenditure.</li> <li>Execute marketing plans through successful management of the School Website, Digital Marketing &amp; Social Media, Advertising and Press – including promotional material, pamphlets, prospectus, parent guide and year book, wider promotional publicity and external communications, website management (new stories, content and imagery), signage and management of social media platforms which enhance the school's reputation.</li> <li>Increase traffic to the website through SEO effectiveness and review traffic data to increase enquires and admissions into the school.</li> <li>Submit monthly reports on activity to Orbital Education (Principal Report) and quarterly to the School Board.</li> <li>Liaise with UDC Residential departments to maximise student recruitment to new residents moving onto the pearl.</li> <li>Develop and execute a monthly activity calendar in line with the approved plan</li> <li>Promote and manage successful Open Days / Pop-in Mornings and school promotion events, to increase conversions and enrolments into the school.</li> <li>Market research as and when required</li> </ul> <p><b>2. Admissions</b></p> <ul style="list-style-type: none"> <li>Lead and manage school admissions processes, ensuring prospective families enjoy high standards of customer service and successfully integrate new students into the school.</li> <li>Manage and communicate MOE&amp;HE admissions processes to relevant SLT members.</li> <li>Identify, communicate and realise opportunities for development within the admissions journey and processes. Regularly review and report on actions for improvement, providing measures to indicate results.</li> <li>Manage Marketing and Admissions support staff, overseeing the delivery of weekly and monthly admissions reports for the Executive Principal and Orbital Education Director of Marketing.</li> <li>Manage admissions figure projections in conjunction with SAO and Principals on a yearly basis.</li> <li>Ensure local regulations are fully complied with and that the school is kept up to date with any potential</li> </ul>			

or actual changes to requirements.

- Ensure that reported pupil roll and admissions numbers are accurate and that forecasts are updated as required throughout the year.

### 3. Relationship Management

- Build strong relationships with all internal and external stakeholders and be a brand ambassador for the school.
- Build parent engagement with the school to increase positive word of mouth messages in the community.
- Identify and develop partnerships with key employers and embassies to drive admissions to the school.
- Recruit, develop and retain a high performing team, identifying training needs which improve capability and enhance the marketing and admissions service.
- Collaborate at a group level with the Group Director or Marketing and Admissions and other school's Head of Marketing to share ideas and support a culture of continuous improvement.

### 4. General / Shared Responsibilities:

- Contribute to Senior Leadership Team (SLT), to continuously improve the school's services, which include:
  - The promotion of the school's aims, objectives and ethos;
  - Assisting in the monitoring and evaluation of performance and processes;
  - Ensuring specific day-to-day functions of the schools run smoothly.
- Perform other duties as reasonably requested or required by line manager and/or the Executive Principal to ensure the effective running of the school
- The post holder is expected to actively contribute towards the school and involve themselves in the life of the school at all levels. This includes, although is not limited to, attending school functions and events which are held outside of standard working hours to promote the school.

## Person Specification

### Skills, Knowledge, and Experience

- Bachelor's Degree in Marketing or Communications
- At least 5 years' marketing experience including developing a marketing strategy and budget
- Able to prepare and deliver successful marketing strategies which demonstrate effective use of marketing budget.
- Strong knowledge and experience of digital marketing, able to demonstrate significant success.
- Ability to use Statistics and Database Management
- Excellent relationship building skills
- A strong customer service ethos and effective customer manager, with good organisational skills and the ability to prioritise and manage tasks
- A high degree of computer literacy (particularly Microsoft Office applications)
- An excellent telephone manner
- An understanding of the role of the Ministry of Education and Higher Education in Qatar (or similar middle east /GCC) is highly desirable.
- Previous experience within the Education Market is desirable. Otherwise, candidates should be able to demonstrate customer sales experience within a similar service focused industry.

### Competencies

- **Results Orientated:** Ensures all activities undertaken have some clear objectives and demonstrable outcomes and these are achieved

- **Strong Communicator:** Excellent communication and interpersonal skills, both verbal and written, which aid promote engagement and actively promote the school
- **Ability to Plan:** Long, medium and short term to assess results and ensure good completion rates
- **Analytical, creative and flexible:** A problem solver with strong decision-making skills and critical thinking, but with the ability to adapt and change where required
- **Accountable:** Takes ownership and responsibility for decisions and sets standards to act as a role model
- **Team Worker:** Ability to work as a strong team leader and team member as required
- **Resilient:** Demonstrates resilience to respond to challenge