

Digital Coordinator

Role Description

British Schools in the Middle East (BSME) is the largest dedicated network of British International Schools in the Middle East. We have more than 140 Member Schools and over 100 supporting Partners in the organisation. BSME runs the largest inter-school Student events programme in the Middle East, as well as comprehensive Professional Learning programmes. Additional services such as an Annual Conference for senior leaders and wider representation with educational and governmental organisations are also offered.

Role Purpose

Reporting to the Business Manager, the Digital Coordinator is a highly self-motivated individual who works well in a team environment. Our members are at the heart of our organisation and we aim to grow our membership, whilst strengthening relationships with our current members. The role will unite all the different functions of BSME, working particularly closely with the CEO and Business Manager. To contribute to this, you will lead the management of information on the website as well as the production of our social media platforms, termly e-newsletter, leaflets and promotional materials, to mention but a few.

You will need to be an excellent writer with strong English language, IT and communication skills. The ability to prioritise a busy workload independently is essential.

Responsibilities

- A. To manage the maintenance and enhancement of the website including website architecture, content and design elements to improve overall functionality, usability, accessibility and user experience**
- Manage information on website (CMS) to ensure that it reflects organisation's strategic direction
 - Review market and industry research and present innovative ideas to help drive growth in website traffic and increase user engagement and interaction
 - Provide advice and support to the organisation on the effective utilisation of the website and ensure the timely and effective updating of content
 - Analyse metrics and provide feedback to internal stakeholders on site performance and make recommendations for improvements
 - Continual review of search engine optimisation metrics to ensure maximum exposure
- B. To support the outcomes of the organisation by ensuring effective communication with members, by creating and publishing relevant, original, high quality social media content across all tools and platforms. This includes, but is not limited to the following:**
- Creation of a regular publishing schedule
 - Coordinate content distribution with all departments
 - Develop and implement relevant content to represent the organisation and to reach target audiences
 - Manage content and plan and publish specific timely posts
 - Promote content across all relevant social media channels (images, video and written)

- Monitor platforms, reply and escalate accordingly
- Oversee design and ensure consistency of all communication tools (i.e. Facebook timeline cover, profile pics, thumbnails, ads, landing pages, Twitter profile, Blogs, MailChimp, LinkedIn, etc.)
- Analyse KPI metrics and tweak strategy as needed
- Compile reports for management showing results / ROI
- Monitor trends in social media tools, applications, channels, design and strategy
- Identify threats and opportunities in user-generated content surrounding the organisation and report to appropriate management
- Create and coordinate brand awareness campaigns
- Monitor 'best practices' for measuring the impact of social media campaigns
- Analyse, review, and report on effectiveness of campaigns in an effort to maximise results
- Identify new / emerging markets, design and execute engagement strategy
- Provide inset for Team and or members, as required
- Organise and maintain Google Drive folders

Relationships

The Digital Coordinator will work with the BSME Team, comprising the CEO, Business Manager, Senior Accountant, Services Coordinator, Professional Learning Coordinator and Students Coordinator. The BSME Team is guided by the BSME Chair and elected members of the Executive Committee. In addition, the Digital Coordinator will work with various individuals across our membership, external organisations and accrediting bodies.

Ideal Candidate Specification

Essential

- Excellent use of Creative Cloud software (particularly ID, AI, PS)
- Experience using the Google suite of applications at a high level
- Understanding and application of Google analytics
- Social media curation and execution
- Ability to work autonomously
- High level of written English

Desirable

- Familiarity using educational Management Information Systems
- Professional experience in a school setting
- Strong presentation skills
- Relevant professional qualifications

Competencies

- Strategic thinking
- Thoroughness
- Development orientation

BSME Recruitment Policy

BSME is committed to safeguarding and promoting the welfare of all its members and students. Successful candidates must be willing to undertake and submit ACRO checks, which will be at the individuals' expense, and is a prerequisite for all appointments. In addition, BSME staff will regularly complete appropriate safeguarding and child protection training to keep abreast of critical updates.

All candidates wishing to be considered for the position of BSME Digital Coordinator must submit their CV and cover letter (maximum one side of A4) addressed to the BSME CEO. The letter should outline why you would like to apply, how you meet our ideal candidate specification and what your salary expectations are. Applications must be sent by email to recruitment@bsme.org.uk.

BSME requires two professional references, one of which must be the current or most recent line manager. Written references will be validated by phone.

BSME reserves the right to appoint a candidate before the application deadline.

Closing date: 22 January 2021.

N.B.: We regret to inform that due to the anticipated volume of applications, only successful applicants will be contacted for an interview.

Terms and Conditions

The precise details will be discussed and negotiated with the successful candidate. However, as a guide, BSME will offer the following terms:

Job title	Digital Coordinator
Reporting to	Business Manager
Place of work	BSME HQ, Dubai Silicon Oasis
Hours of work	08:00 - 15:00, Sunday - Thursday
Annual leave	45 working days per year plus Dubai public holidays
Salary	Salary is dependent on candidate experience; candidates must outline salary expectations in covering letter
Benefits	Substantial professional development opportunities Reduced working hours during school holidays
Start date	February 2021

Additional comments:

- The successful candidate will be required to attend the BSME Annual Conference which may require overseas travel for up to 5 days during Term 2.
- This position will be offered on a local contract basis. The successful applicant must have their own sponsorship.