

Marketing & Communications Manager

Organization: Dunecrest American School

Industry: Education Management

Location: Near Al Barari, Wadi Al Safa 3, Dubai

Dunecrest American School is seeking a senior professional in the field of international education marketing for the role of Marketing & Communications Manager.

About Dunecrest

Inaugurated in September 2018, Dunecrest American School offers a holistic and challenging accredited American educational program, founded on the values of academic excellence, creativity, independence, international mindedness, wellness, innovation and service. With experienced leadership, dedicated and caring educators and state-of-the-art facilities, Dunecrest inspires students to pursue their passions and become lifelong learners. Our Early Childhood Program in Pre-KG and KG1 follows the research-based American Creative Curriculum[®].

Our KG-12 standards-based American curriculum follows the AERO (American Education Reaches Out) standards set by the Department of Overseas Schools, part of U.S. State Department of Education, also aligned with the Common Core, utilizing a cross curricular approach. Aligned with Common Core standards and Next Generation Science Standards, AERO is considered to be "Common Core Plus," providing an "enduring understanding, essential questions and learning progression." This also provide a successful transition for students who enroll in the International Baccalaureate[®] (IB) Diploma Programme (DP) in High School.

Founded by Esol Education, Dunecrest is part of a global network of ten international schools, serving thousands of families across the Middle East, Europe and East Asia. Esol Education's American schools are accredited by the Middle States Association of Colleges and Schools in the USA, and by the Council of International Schools in Europe. Esol Education graduates matriculate to leading universities, with recent graduates currently attending the world's top 50 schools including Harvard, Stanford, Oxford, Yale, MIT and Columbia University.

The Role

Reporting to the School Director and Executive Leadership, the position of Marketing & Communications Manager will be responsible for maintaining positive word of mouth and implementing a growth strategy for the school, building on the school's excellent reputation, by positioning Dunecrest as Dubai's American school of choice, ensuring high awareness within surrounding residential neighborhoods, with a focus on student recruitment and retention. The role involves:

- Leading Dunecrest marketing initiatives, in close collaboration with the Admissions team to ensure excellence in service delivery to prospective families throughout their enrollment journey
- Setting and implementing strategies for enrollment growth, in line with the current needs of the market

- Managing external and internal marketing, communication, social media and PR efforts along with the Marketing Support Specialist, including:
 - Working with admissions and education teams to conceptualize and execute in-person/virtual events, open houses and tours for prospective parents
 - Create and implement campaigns to drive footfall to the admissions office for events and tours
 - Drive inquiries /event registrations via a mix of channels
 - Create monthly social media strategies, provide active oversight and sign off on social media, branding, design, copy and traffic flow

- Overseeing communications and materials to maintain Esol Education and Dunecrest brand standards including:
 - Website updates
 - Updated brochures and print materials
 - Updated video and photo assets
 - Environmental branding around the school

- Creating an outreach program to establish partnerships and collaborations within the local community, businesses, nurseries

- Overseeing processes for managing leads and inquiries and regular reporting

ESSENTIAL SKILLS

- 360-degree marketing management using an omni-channel approach
- Excellent communication skills in English - copywriting, editing and proofreading
- Strong design aesthetic
- Understanding of using a CMS for website management and online newsletters
- Management of social channels such as Facebook, Instagram, Twitter, LinkedIn and YouTube – creating and curating content, social influence building
- Understanding of online marketing and measurement metrics
- Graphic design, photo editing and retouching skills with a working knowledge of Canva, In Design, Adobe Acrobat, Adobe Photoshop preferable
- Knowledge of audio/video editing using iMovie or Final Cut Pro

QUALITIES

- Excellent interpersonal skills and a positive and enthusiastic attitude
- Strong work ethic and superior professionalism and judgment
- Committed to achieving best practice communications and service excellence in marketing and admissions
- Self-Motivated and results-driven
- Organized and able to work independently
- Resourceful and collaborative approach to solving problems
- Leadership and influencing skills
- Commercially aware with good business acumen
- Proactive and able to prompt others to ensure deadlines and targets are achieved
- Excellent attention to detail

Experience & Qualifications

- Bachelor's Degree in Business, Marketing or related field of study
- Experience working with CRM and funnel management preferable
- Understanding of the role and influence of social media and digital marketing channels from discovery to enrollment
- 5 years' experience in marketing, preferably in the education sector in Dubai

Salary & Benefits

We offer a competitive salary commensurate with experience and industry standard benefits package.

Apply

To apply, please submit a letter of application, resume, and two letters of reference via email to careers@dunecrest.ae.