



Doha English Speaking School (DESS)

POST TITLE:	Marketing and PR Manager
GRADE:	
HOURS OF WORK:	
FULL TIME/PART TIME:	Full time
POST STATUS:	Permanent
PLACE OF WORK:	Your main place of work will be DESS and there will also be a requirement to have meetings at all locations across Doha.

JOB PURPOSE

The Marketing and PR Manager will be responsible for all aspects of the marketing function including designing, developing and implementing a tangible marketing and admissions strategy for DESS. You will be expected to play an active, hands-on role in all aspects of the school's marketing and provide strategic input, support and advice in the field of admissions. You will act as a persuasive ambassador for the school.

You will be responsible for leading the development of the marketing strategy to increase pupil numbers within the school and will develop and implement timely tactical marketing campaigns, generating admissions enquiries to achieve the school's growth targets to reach full capacity across all year groups. You will develop and implement sound pupil retention and parent communications programmes, to ensure maximum pupil retention.

The Marketing and PR Manager will hold responsibility for promoting the school, both internally and externally, through a range of media.

KEY RELATIONSHIPS

Responsible to the Business Manager and then the Headteacher, they will maintain professional internal and external relationships that meet school's core values.

They will proactively establish and maintain effective working relationships with external organisations, businesses, the media, staff, children, parents, governors, visitors and various other stakeholder groups.

MAIN DUTIES

Working with colleagues and external agents, as appropriate, the Marketing and PR Manager will be responsible for:

Strategic / Relationship Marketing

- Development of a strategic marketing plan, with clear aims and objectives, timetable and costs
- Prepare an annual marketing report to facilitate strategic decision making by management
- Identify and target significant organisations, which have the potential to generate multiple enquiries / admissions / income for the school
- Develop strategies to approach these organisations including communications, commercial proposition etc.
- Identify (school and non-school based) relationships within the local community and establish close working partnerships to generate new enquiries
- Liaison with feeder schools in Doha
- Identify relevant community based initiatives in which the schools can play a relevant part, to support awareness / positive brand perception etc.
- Promoting good marketing practice, supporting colleagues as required, to ensure that relations with current parents and other stakeholders are positive
- Conducting market research in order to identify future marketing opportunities

Funding

- Research, target, write and submit fundraising proposals to companies, alumni and other potential funders.
- Establish and maintain a centralised database of corporations and individuals who have historically supported the school or who may do so in the future.
- Maintain records of all past and current approaches to funding sources to avoid unnecessary conflicts.
- Manage and lead fundraising drives for capital projects in the school.
- Actively establish relationships with the business community in Qatar through the British Business Forum, other business groups and individual contacts.
- Identify and manage ongoing smaller sponsorship opportunities in the school.
- Follow up sponsorship opportunities, set up meetings and chase responses.
- Attend regular monthly meetings as a member of the Funding Sub-committee.
- Manage and conclude all sponsorship contracts with external sources and ensure that they are stored centrally.
- Ensure that the interests of potential sponsors are compatible with the ethos of the school and that the school is not subjected to any undesirable affiliations.
- Seek out and manage any applications for international grants or awards that may become available to the school through charitable trusts or other philanthropic sources.
- Liaise with the chair of the PTA and with ECA Coordinator to ensure a coherent approach and to avoid overlap in approaching the same organisations.
- Support the Business Manager, as required, in talking to potential lenders with a view to raising finance for the school.

Tactical Marketing and Communications

- With the support and help of the Marketing Working Group, develop a termly marketing action plan for the school to support pupil recruitment and retention
- The planning, implementation and evaluation of advertising and other promotional strategies (including local advertising and relations with the press)

- Develop and maintain the content for the school's communication vehicles e.g. school website (keep up-to-date with recent news items on a weekly basis); Twitter and Facebook
- Production of marketing material including prospectuses and other promotional literature (termly newsletters, brochures, flyers, pens, banner stands etc.)
- Develop and manage direct marketing activities, in line with the marketing strategy
- Manage relevant marketing based communications with prospective and existing parents

Relationship Management

- Develop and maintain a database of pupil, parent and external contacts to facilitate customer relationship management and direct mailing to recruit prospective students
- Working closely with the Registrar, assist with managing the relationship with parents during the admissions period
- Develop relationships with businesses within Doha to raise the profile of the school and support recruitment
- Develop relationships with Higher Educational establishments to provide opportunities for our children, generate positive publicity and promote partnership working
- Develop an active Alumni network and integrate Alumni activity into the overall marketing strategy to promote progression and achievement

Media Relations

Management of all PR based media relations relating to promotion of the school including proactive message placement through regular press release distribution.

- Fostering good relations with local and national media and obtaining coverage locally, nationally and internationally
- PR strategies and campaign generation
- Writing press releases and proactively generating publicity
- Achieve frequent, timely and positive media coverage across all available media
- Writing reports on media coverage data
- Content production (adverts, videos, social media and online PR)
- Arranging press conferences, radio/TV interviews, events and press tours
- Devising and co-ordinating photo opportunities
- Creating social media PR strategies

Budget Management

- Management of the marketing budget
- Manage the marketing spend and ensure activities are planned within agreed budgets

Events

- Organise key communication events such as the Celebration of Success evening, visits to the School for VIP guests and open mornings
- Organisation of specific marketing events, as required
- Manage the promotion of admissions events and help with the organisation
- Promote school events and exhibitions through online communication tools and PR

Brand Management

- Managing all elements of the DESS brand to ensure that it remains consistent with the values, personality and objectives
- Responsible for maintaining the school's brand and identity

Project Management

- Management of marketing and development related projects, as instructed by the Headteacher

Income Generation and Business Development

- To support the marketing of school facilities to include lettings and other events
- Support the Business Manager with funding applications, fundraising activities and bids, as required
- Produce and promote sponsorship opportunities to attract potential investors and donors
- Take a lead role in the school Business Forum, developing relationships with local businesses

Alumni

- Establish and maintain a database of alumni for the school and manage the relationship with that alumni through a developed communications strategy and alumni events in the UK and elsewhere.
- Establish a particular contact network with the Qatari alumni and the wider Qatari community. Arrange contact following necessary protocols and enhance the relationship between the school and Qatari community

Other

- Research and coordinate aspiration raising activities including attending University events, entering awards and supporting students in competitions
- To carry out other tasks as may reasonably be required by the Headteacher, in relation to exhibition-related marketing and publicity in particular
- To follow all the school's policies and procedures as set out in the Staff Handbook in order to ensure that a happy and problem free working environment is created

This school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

PERSON SPECIFICATION

Marketing and PR Manager

	Attributes	Essential	Desirable	
Qualifications	Educated to at least degree level in a marketing, media or communications specialism or have equivalent relevant experience	✓		
Work & Related Experience	3-5 years' experience in marketing	✓		
	Successfully organised and managed events from creation to fruition	✓		
	Proven ability to plan and manage own time, prioritise tasks and meet deadlines	✓		
	Proven experience of producing professional quality publicity materials using design and layout skills	✓		
	Proven track record of successfully seeking out new opportunities and generating income	✓		
	Proven ability to collect, analyse and act on market research data	✓		
	Experience of budget management	✓		
	Ability to develop innovative and practical solutions to challenges	✓		
	Ability to prioritise a complex and demanding workload	✓		
	Experience of working in an educational or related sector			✓
Skills and Abilities	Innovative and creative with an eye for flair and detail	✓		
	Excellent communication skills (oral, listening, written and ICT)	✓		
	A keen eye for detail, accuracy is essential in written communication	✓		
	Proficient in the use of Excel, Word, Publisher and PowerPoint	✓		
	Good local, regional, national and international links that will enhance our school			✓
	Willingness to undertake training	✓		
	Ability to build effective relationships, influence and negotiate with internal and external stakeholders at every level of seniority	✓		
	Project Management experience, ability to put frameworks in place, implement and see the project through to completion on time and within budget.	✓		
	Data driven and numerate approach with the ability to gather and present information, compile reports and make recommendations. Must have experience of analysing data and using data to refine marketing techniques.	✓		
	Ability to remain calm and meet deadlines whilst working in a busy and pressured environment			
Personal Qualities	Professional	✓		
	Organised	✓		
	Able to communicate with people at all levels	✓		
	Friendly and caring	✓		
	Creative	✓		
	Upbeat and enthusiastic attitude	✓		
	Good sense of humour	✓		
	Resilient	✓		