

## **Job Description: Director of Marketing, Admissions and Alumni**

<b>Post</b>	<ul style="list-style-type: none"><li>• Marketing, Admissions and Alumni</li></ul>
<b>Responsible to</b>	<ul style="list-style-type: none"><li>• Principal</li></ul>

Sharjah English School believes that each employee makes a significant contribution to our success and that contributions should not be limited by the assigned responsibilities. Therefore, this job description and person specification is designed to outline primary duties, qualifications, and job scope, but not limit the employee, or Sharjah English School, to only the work identified. It is the expectation of the school that each employee will offer his/her services wherever and whenever necessary to ensure the success of our organisation.

### **The main responsibilities of this post are outlined below:**

Reporting to the school Principal and the wider Senior Leadership Team (SLT) the key focus of the role will be to develop and implement a growth strategy and tactical development plan that ensures attraction, recruitment and retention of students. To be carried out through demonstrating the schools' promises and highlighting these through key touch points within the school community both internally and externally.

The post holder will have the responsibility for leading the Admissions and Marketing teams to ensure a seamless Student Customer Journey through setting relevant policy, procedures, quality standards, customer service standards, and ensuring their delivery to all prospective students, applicants, and their influencers.

Ensure that Sharjah English School has an effective outreach programme with the internal and external local community which develops and builds on the school's reputation.

- To ensure that you and your colleagues on our school's leadership team achieve the target growth and retention numbers in line with the annual budget
- To ensure that our school's key touch-points for parents, from awareness to signing and beyond, are based on parental needs and our school's defined promises
- To ensure that you maintain an up-to-date evidence base of the needs and concerns of our internal and external stakeholders in relation to the growth and retention of students and that this evidence is communicated to the Principal as and when required

- To ensure that you develop, execute and regularly monitor marketing, retention and admissions plan for our school that directs each phase of the internal and external marketing processes and that this plan is built on the school's story and promises that are underpinned by evidence
- Manage Marketing and Student Recruitment budget and ROI of marketing activities carried out
- To ensure that our school has an outreach programme that widens the school's network and positive relationships and reputation in and with the community
- To ensure that every member of staff in school is aware of their role in attracting, converting and retaining students and is actively and appropriately engaged in all three activities.
- Contribute to the wider business through sharing of best practice with the wider community and supporting or driving business development opportunities
- Develop and organise an SES Alumni database. Use this to build relationships between SES and our Alumni and seek business and development opportunities where applicable.
- To line manage a small Admissions and Marketing team, effectively motivating and developing them professionally.