

Director of Marketing, Admissions and Alumni

Sharjah English School is seeking to appoint an outstanding individual to a new role, reporting directly to the Principal. The Director of Marketing, Admissions and Alumni will create a marketing and admissions strategy for SES and lead a small but capable team of people.

About Sharjah English School

“An outstanding school.” (BSO 2019)

Founded almost 50 years ago, SES is one of the most prestigious educational establishments in the United Arab Emirates. The School enjoys green, spacious grounds, located on the Sharjah/Dubai border and close to Sharjah University City. We cater to some 900 pupils from FS1 to Year 13, following the National Curriculum for England & Wales.

With relatively small year groups, an inclusive philosophy and a not-for-profit purpose enshrined in the School Constitution, SES generates a strong feeling of community among students, parents and staff. Recent examination and inspection results have been outstanding, a testament to the quality of teaching: all staff are trained or have worked in the UK, and the School is accredited with British Schools Overseas (BSO) and British Schools of the Middle East (BSME).

Sharjah English School practises a four-day teaching and working week, in keeping with guidance from the local regulatory body, Sharjah Private Education Authority.

About the role

SES seeks a qualified and experienced professional to work closely with the Principal and Senior Leadership Team to create and deliver an effective strategic plan for school marketing and student enrolment. The position will be vacant from Summer 2022, but the School can be flexible with timings for the right candidate.

The Director of Marketing, Admissions and Alumni will:

- Create a marketing and admissions strategic action plan alongside the Principal and Leadership team that is ambitious, achievable and sustainable
- Oversee and deliver a range of marketing strategies that effectively contribute to the successful realisation of the strategic plan
- Understand customer journey and be able to evidence success to all stakeholders
- Manage a marketing budget and deliver evidenced ROI

Please see full job description for further detail.

Required criteria

- 5-10 years' experience in a Sales/Marketing role with demonstrated success in growing/increasing sales in a competitive market
- Experience of having worked within a service delivery sector, education sector experience a bonus
- Strong analytical skills and proven record of using data and research to support initiatives undertaken
- Experience in monitoring competitor market activity
- Experience in using digital and social media trends and tools to influence the sales life cycle
- Understands and is able to build strong customer advocacy and loyalty
- Absolute commitment to quality
- Excellent organisational skills, project planning and time management
- Proficient communicator both oral and written
- Excellent attention to detail

Desirable criteria

- Experience in a comparable international school
- Relevant graduate qualifications (e.g in Marketing, PR)

Contractual terms

- Two-year initial contract, subject to six-month probationary period
- Competitive salary
- Monday-Thursday working week

How to apply

Please complete the SES application form and include a full CV.

Email: ehughes@sharjahenglishschool.org

Applications should be received by Monday 28th June 2022 . Interviews will be arranged by zoom or in person shortly thereafter. SES reserves the right to make an earlier appointment if an appropriate candidate is available.

Please see www.sharjahenglishschool.org for further details about the school.