

Manager Marketing amp Enrolment - Fortes Corporate Office - Regent International School RIS

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Company: Talent Pal

Location: dubai

Category: other-general

Regent International School (RIS) Dubai UAE Job type: Full Time Permanent Start date: January 2024 Apply by: 31 January 2024 Job overview Marketing Budget & Business Strategy Work with the Head of Marketing for outlining budgets for all business units and management of our multichannel marketing strategy that incorporates Social Media Website & Mobile app Influencer Marketing Inbound Marketing Email Marketing Paid Search Programmatic ads Digital Campaigns Public Relations B2C Live Chat SEO and offline ATL & BTL channels. Manage conception development and implementation of marketing plans and strategies course concepts and promotional programmes to drive interest and Brand Marketing Manage branding strategy and campaigns including social media PR and influencer & partnership to drive brand awareness and build demand for the business units. Ensure our brand message is strong and consistent across all channels and marketing efforts (like events email campaigns web pages online blog and promotional material). Plan and coordinate marketing efforts and build awareness and positioning for our companys brand. Manage the social media plan on the development and implementation of influencer partnership and social strategy to generate awareness traffic and conversion as well as creating and managing the organic social media calendar drive followers and community engagement. Oversee PR and major online and offline events. Performance Marketing Assist the Head of Marketing while working with the Digital Team to understand key marketing performance metrics and conduct indepth performance and forecast analysis through various analytics and tracking tools to provide market research competitive analyses campaign

results and consumer trends in order to translate results into actionable insights for marketing team. Manage paid marketing including PPC SEO Affiliates Paid Social Refer A Friend and Media Planning to deliver forecast traffic and conversion goals. Manage content and work with IT Team to maintain and innovate on an effective leadgenerating website and improve online user experience for prospects leads and customers. Marketing Automation Assist the Head of Marketing with technical aspects of CRM and marketing automation to generate distribute and report on leads. Work with Admissions and IT. Develop and establish a comprehensive marketing automation strategy. Create and manage targeted email campaigns. Create a customer profiling strategy to drive meaningful audience segmentation. Implement a consumer database acquisition strategy to drive optins. Reporting & Budgeting Identify shortterm and longterm scheduling budget and resource needs including the development and management of an annual marketing budget profit/loss projections expenditure spending and other financial considerations. Create and maintain metrics reports on marketing and sales activities effectiveness and business impact. Report on the effectiveness of marketing campaigns using predetermined KPIs to the Board. Offline Marketing Implementation of ATL / BTL activities across business units that includes Radio Billboard Media Planning & Buying to maximise brand awareness and visibility. Experience in handling PR Media & Agencies to execute various marketing campaigns. Oversee the creation and delivery of PR press releases advertisements print ads publications and other marketing collateral & materials. Analyse market trends compare and track the competition summarise findings and provide comprehensive reports with recommendations to the business enabling further business growth. Plan Manage and Execute all events for the company including Promotional Events Open Houses Trade Fairs Enrollment Drives etc. Execute all events in a timely manner adhering to corporate and branding guidelines. Ensure good response and lead generation. Admissions Assist the Head Marketing & Admissions to drive the Revenue Target and Enrolment Target for the unit. Collaborate with the Head of Admissions & Admissions teams to focus on driving enrolments. Co-manage the customer journey and engagement process during the admissions. Manage and support the CRM communication process in the customer journey. Community Engagement Engage other organisations within the community. Liaise with freelancers from time to time for projects for a strict deadline. Attend industry events during nonworking hours. Requirements: Candidate must have a Degree in Marketing with at least 8 years work experience in marketing. Experience in leading key accounts in an advertising agency is a plus. Have indepth knowledge of Google

AdWordsUp to date with latest trends in AI tools & techniques. Flair for Data analytics and reporting.Keyword oriented Article & PR Submissions. Expertise in the various disciplines of Marketing Communication such as advertising media direct marketing below the line & online and digital advertising and social media marketing. Strong effective communicator with excellent writing skills in English. Arabic skills are a plus but not critical. Expertise working in the field of new media from a content perspective including design preferably in a large organisation.Strong leadership and interpersonal skillsExcellent analytical skills at ease with numbers Experience working with crossfunctional with multinational teams and external agencies.Creative flair with a penchant for good copywriting with strong proofreading skills. Good competence in project and stakeholder management with excellent analytical skills. Confident datadriven. Hold a UAE Driving Licence and must have a car. About Regent International School (RIS)Regent International School (RIS) The Greens Emirates Living Community PO Box: 24857 Dubai United Arab Emirates Imagine schools where the skills of achievement such as literacy critical thinking numeracy discipline and work ethic are taught alongside the skills of wellbeing such as confidence contentment kindness gratitude health and love. Welcome to Fortes Education Dubai. We have been delivering high quality education provision to young people for over two decades. Our Positive Education schools foster active engagement in learning and activities. We celebrate positive emotions and accomplishments encourage students to cultivate fulfilling relationships with others and to seek meaning and purpose in their own lives. Our proprietary Values in Action TM programme develops character strengths personal and leadership skills which enable pupils to achieve success in their own lives and also to positively influence the lives of others. We set high standards and expectations for each pupil in academics and in cocurricular participation. Our highimpact learning programme lays a strong foundation that develops each pupils multiple intelligences through a broad range of activities in and out of the classroom. Our commitment is to provide a premium worldclass positive education which empowers our pupils to become innovative thinkers socially confident lifelong learners having growth mindsets and character strengths to flourish in an ever changing world. We present an exciting opportunity to join one of our EYFS & Primary Schools and to play an important part in our journey to outstanding.Regent International School (RIS) is a wellestablished Primary school following the National Curriculum for England. RIS has been consistently delivering proven results in the classroom since inception and has developed a reputation of being one of the leading schools in Dubai. Please note that you are wholly responsible for fact

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