

Marketing Coordinator-Bilingual

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Company: Bloom Education

Location: al ain

Category: other-general

Implementing strategies for the schools internal communications objectives Leading school marketing initiatives, in close collaboration with the Admissions team to ensure excellence in service delivery to prospective families throughout their enrollment journey Managing external and internal marketing, communication, social media efforts, including. Liaise with teachers and staff to identify opportunities for engaging news stories that are on brand for promotion via our website and social media 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 the schools brand standards including: brochures and print materials; video and photo assets; environmental branding around the school. Develop and maintain website content to ensure it is always fresh, comprehensive, up-to-date and focused on evidencing our Schools narrative and promises Leads on coverage of all activations and events, on behalf of Bloom Education and the schools Manage the production of the annual Review magazine by commissioning, collating, editing, and proofreading content.

#J-18808-Ljbffr

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