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Marketing Coordinator Jobs In Dubai UAE 2023 | GEMS Education

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Description:

Implements marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; and updating calendars.

Responsibilities:implementing strategies for enrollment growth, in line with the school's enrolment and communications objectives and the current needs of the market

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 and PR efforts, including:Requirements:Excellent communication skills in English – copywriting, editing and proofreading.

Strong design aesthetic

Understanding of using a CMS for website management.

Understanding of Hubspot and Mailchimp

Management of social channels such as Facebook, Instagram, Twitter, LinkedIn and YouTube creating and curating content, social influence building

Understanding of online marketing and measurement metrics#J-18808-Ljbfrr

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