



PR and Marketing Manager

The PR and Marketing Manager reports directly to the Principal and Administration Director and is a key member of The Arbor School administration team.

Core Purpose of the Post

As a member of the administration team across the school, the PR and Marketing Manager will model the School mission, values and beliefs in action, particularly with respect to international-mindedness and intercultural understanding.

The key task of the PR and Marketing Manager is to be responsible for the promotion of The Arbor School and to act as a conduit between the Principal and our marketing partners. They shall execute all aspects of the marketing, PR and communications requirements of the School as directed by our marketing partners and the Principal. This will include assisting in the planning and delivery of an annual marketing plan together with coordination of marketing activities through liaison with our partners.

However, the PR and Marketing Manager should be primarily focused upon the celebration of the day to day running of the school. This includes all events such as parents' evenings, house events and assemblies, for example. The PR and Marketing Manager would arrange a variety of events as required and directed by the Principal and Admin Director.

Key Duties and Responsibilities

- To execute all aspects of the marketing, PR and communications requirements of the School. This will include assisting in the planning and delivery of an annual marketing plan together with coordination of marketing activities through liaison with the Principal and marketing partners.
- To assist in marketing campaigns which target the recruitment of pupils in targeted numbers of targeted ages by raising substantially the The Arbor School profile and in particular, its unique mission of eco-literacy.
- To work closely with relevant bodies as to both the planning and delivery of marketing events at the School and outside.
- PR events for existing parents as well as potential admissions.
- Conduct school tours.
- To assist the Principal in being a guardian of the School's visual and PR image.
- To liaise with key personnel at the School to achieve effective media coverage, including writing press releases, arranging photo opportunities and ensuring that the School website/social media platforms are updated with the same.
- To be responsible for the review of content of the website, assist with the production and interpretation of statistics regarding website performance in conjunction with other team members/relevant bodies as required.
- To assist in the use of Social Media for the promotion of the School.
- To assist in the formulation of the annual Advertising Plan, and in the placement of advertising, for the School.

- To maintain and curate the stock of photographs and videos of the School for its promotion and PR.
- To keep abreast of initiatives which are being developed by competitor schools, proposing new initiatives in response to the changing PR/marketing landscape.
- To assist in the review of the effectiveness of marketing materials at the School, procurement of the same.
- To be responsible for all aspects the regular Arbor bulletins, newsletters and yearbooks, as required by the Principal.
- To be responsible for the design and procurement of signs, banners, and displays.
- Assisting the Principal to run any events, as required.
- To assist in the planning and delivery of alumni and fundraising events at the School, when required.
- To assist in obtaining commercial sponsorship for school activity.
- Perform other responsibilities as deemed appropriate by the Principal which may include;
 - ✓ Greeting parents, visitors, students, and staff to school premises
 - ✓ Answer phone calls/inquiries and direct to appropriate staff, when necessary
 - ✓ Assist parents, students, and staff with various requests, when necessary
 - ✓ Perform general clerical duties such as filing, photocopying, and distribution of mail, when necessary and by the direction of the Principal
 - ✓ Perform marketing duties when necessary and by the direction of the Principal

Ultimately, it should be recognized that in a new school, and particularly during pre-opening, all posts must share tasks such as the above. Any post holder should be pro-active and flexible about working in a startup setting. **As such, any person employed within the PR and Marketing Department of the school must recognize that they are also required for admissions duties. As such, they shall deputize for the Registrar when required.**

Qualifications and Experience Requirements:

- Bachelor degree in business or other relevant degree
- Bilingualism in English and Arabic, both spoken and written would be an advantage.
- The ability to work with a range of staff and customers at all levels
- Experience of working in an educational environment is an advantage

Skills

- High levels of ICT capability
- Excellent communication and interpersonal skills
- The ability to manage parental queries and potential complaints
- Flexibility and adaptability to be able to respond to the needs of a founding school and plan accordingly
- A positive, energetic and enthusiastic outlook
- Initiative and problem-solving skills.
- Team working and organisational skills.
- An observant and responsive approach;
- Patience, understanding and empathy with pupils and parents.
- A sense of humour.