

COGNITA

ROLE PROFILE – Head of Marketing

COGNITA MIDDLE EAST SCHOOLS

PURPOSE

The Head of Marketing has a pivotal role in positioning Cognita Middle East's exciting and prestigious portfolio of brands in the market, designing, and implementing multi-channel marketing strategies, and driving challenging commercial targets.

Based in Dubai, as a key member of our Regional Marketing & Admissions team you'll offer outstanding strategic commercial leadership, working closely with exceptional professionals to take charge of our customer retention, acquisition, and revenue optimization efforts. Collaborating with Cognita's Regional Team, Principals, and school-based teams, you will play a crucial role in transforming every interaction with families into a purposeful step toward growth.

At Cognita, we are united by one common purpose: to enable our community to thrive in a rapidly evolving world. As a global leader in education, we're on a mission to redefine the future of learning, and we need a visionary Head of Marketing to lead our prestigious and fast-growing portfolio of schools in the region.

KEY ACCOUNTABILITIES

Customer Service Excellence:

- Champion a customer-centric approach, ensuring world-class parent and student experiences and integrating feedback into continuous improvement efforts, adhering to Cognita's quality assurance standards for parent and student engagement.

Strategic Brand Leadership:

- From market research and consumer behaviour analysis, craft and orchestrate innovative multi-brand strategies that captivate, resonate, and set the benchmark for educational excellence.
- Ensure consistent brand representation across diverse channels, from digital platforms to tangible experiences.
- Instil a brand-centric mindset within the team, ensuring all channels reflect and amplify the unique selling propositions (USPs) of the schools.

Holistic Multi-Channel Marketing:

- Innovate and implement multi-channel marketing campaigns that reflect our commitment to excellence.
- Harness cutting-edge technologies to amplify our message and engage our target audience effectively.

Team Leadership and Management:

- Lead and inspire a high-performing team, cultivating a culture of creativity, collaboration, and unwavering commitment to our mission.

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- Drive a strategic vision that not only meets but exceeds business objectives, positioning us as pioneers in the education sector.

Lead Generation Strategy:

- Oversee lead generation initiatives, collaborating with the marketing and admissions teams to optimize strategies and channels for a consistent flow of quality leads.
- Drive, plan and monitor SEM and Paid Social Media campaigns to enhance Cognita Middle East Schools' online visibility and drive targeted traffic.
- Plan and oversee the creation of compelling advertisements strategically designed to drive high-converting engagements.
- Work closely with the CRM product owner and end users to enhance lead generation efforts and optimize CRM functionality.

Data-Driven Decision-Making:

- Leverage data insights to inform strategic decisions, stay ahead of market trends, and adapt to changing dynamics.
- Implement data-driven strategies that enhance our competitive edge and market positioning.
- Effectively manage marketing budgets, ensuring optimal resource allocation and maximum return on investment.
- Gather, investigate, and summarize data, KPIs, and trends to provide accurate and insightful reports, incl. evaluating the productivity and ROI of marketing and lead generation campaigns.

Public Relations and Events Management:

- Develop and oversee public relations strategies to enhance our brand image and foster positive media relations.
- Strategically plan and execute high-impact events and sponsorships that align with our brand values.

Business Development

- Engage in commercial negotiations, ensuring mutually beneficial agreements with partners, sponsors, and other stakeholders.

SAFEGUARDING RESPONSIBILITIES

- To comply with safeguarding policies, procedures, and code of conduct
- To demonstrate a personal commitment to safeguarding and student/colleague wellbeing
- To ensure that any safeguarding concerns or incidents are reported appropriately in line with policy
- To engage in safeguarding training when required.

Person Specification

Qualifications	<ul style="list-style-type: none">▪ Bachelor's degree in Marketing, Advertising, Business, or equivalent work experience.
Essential	<ul style="list-style-type: none">▪ English Speaker▪ Excellent organisational skills

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	<ul style="list-style-type: none"> ▪ Excellent verbal, written and presentation communication skills with a pleasant and confident manner.
Knowledge	<ul style="list-style-type: none"> ▪ A detail-oriented, positive approach to managing workload and deadlines in a fast-paced environment. ▪ Demonstrated ability to inspire and lead high-performance marketing teams toward ambitious goals. ▪ A demonstrated ability to develop and execute strategic marketing plans, set clear goals, and provide leadership to drive business growth. ▪ Strong interpersonal skills with a proven track record in building relationships with clients, partners, and colleagues. ▪ Expertise in managing and optimizing marketing budgets for maximum impact. ▪ A passion for innovation and a demonstrated ability to transform creative ideas into impactful campaigns. ▪ Proven success in executing brand campaigns, enhancing consistency, awareness, and brand equity through effective positioning, messaging, and visual identity. ▪ Strong analytical skills with the ability to interpret data, generate actionable insights, and make effective data-driven decisions.
Experience	<ul style="list-style-type: none"> ▪ Minimum 5 years of progressive experience in a similar senior marketing role. ▪ Extensive digital marketing and CRM experience, including digital advertising, content marketing, social media, and referral programs to drive acquisition and engagement.
Key Relationships	<p>Internal:</p> <ul style="list-style-type: none"> ▪ Cognita Middle East Regional Office/ Cognita Group/ School-based teams/Teaching Staff / SLT/ Current Parents <p>External:</p> <ul style="list-style-type: none"> ▪ PR Agencies/ Creative Agencies/ Digital Agencies/ Prospective Parents/ Third Party Contractors
Capabilities and Qualities	<ul style="list-style-type: none"> ▪ Enthusiasm, initiative, reliability ▪ Discretion and integrity ▪ Collaborative approach, and ability to work independently. ▪ Ability to work in a fast-moving environment, managing conflicting demands and priorities ▪ Efficiency, flexibility, and adaptability are essential ▪ Ensure a thorough awareness and practical application of the policies and procedures
Working Conditions	<ul style="list-style-type: none"> ▪ 8am – 5pm or as required ▪ Meetings as required
Salary	<ul style="list-style-type: none"> ▪ The salary is commensurate with the requirements of the role and the skills and experience of the candidate.

This role profile is not exhaustive and may be changed at any time to meet the changing requirements of the school. This role profile does not direct any particular priorities or amount of time to be spent carrying out these duties.

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HOW TO APPLY

If you would like to be considered for this Head of Marketing role, we would love to hear from you.

Please email your application to our HR Team on careers.me@cognita.com along with resume, portfolio, and a cover letter outlining your qualifications for the role.

The total package will include a salary, residency visa and medical insurance (if required).

The start date is Immediate. **The closing date for applications is 15 December 2023**, and interviews will be scheduled shortly after.

Thank you for your interest in Cognita ME and our family of schools in Dubai. We look forward to hearing from you.

Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.