

Marketing Coordinator

Reports to: Director of Marketing and Admissions

This is a full-time consultancy on a yearly renewable basis. The successful candidate will have a very high-level of written British English and already live in Cairo. They will be expected to work 40 hours per week divided between on-site (3 days) and working-from-home (2 days). Depending on performance and circumstances, the consultancy may be extended. Reduction of consultancy to 3 days per week, on-site, would be considered.

About MBIS:

Maadi British International School (MBIS) is an award-winning non-for-profit school that delivers a world class British education for every student across all areas of their development within a truly international environment.

Judged in 2021 as 'excellent in all areas' by the UK Independent Schools Inspectorate PENTA, for over 27 years MBIS has offered Cairo parents a high-quality British education with an equal focus on their personal development. MBIS has the widest international community yet equally benefits from the scale of a small, family environment that allows for a tailored educational approach for every student.

Job Summary:

The MBIS Marketing Coordinator combines the responsibilities of an Outreach Coordinator and a Digital Marketing Coordinator by implementing in-person outreach to prospective clients in Cairo, while managing MBIS' online presence to increase awareness, engagement, and student numbers.

The MBIS Marketing Coordinator works under the supervision of the Admissions Director with Advisory from the Chair of the Board (himself a marketing professional). The Marketing Coordinator ensures effective communication with the school community and targets local and international audiences through a compelling online presence via website content and social media, while also carrying out market research and in-person outreach to potential MBIS clients in Cairo.

Duties and Responsibilities:

Digital Outreach Strategy:

Develop a strategy to reach target populations and increase awareness of MBIS's mission, that will identify and build relationships with parents, community organizations, partners, and influencers to build loyalty and support, and grow student numbers.

▪ Social Media Management:

- Distribute school news content across online platforms including social media channels, website and email (MailChimp), to foster engagement, showcase student achievements, cultivate an understanding of diverse cultures, promote intercultural dialogue, and reflect the spiritual life of the school community, highlighting the school's commitment to global citizenship and academic excellence.

- **Event Calendar:**
 - Ensure school events, including academic, cultural, and service-oriented activities, are regularly updated on the website calendar and social media to provide accurate information to the school community and potential attendees.
- **Website Content Management:**
 - Collaborate with the Admissions Manager and IT, to ensure the MBIS website has up-to-date content such as images, videos, and news posts, and that website content resonates with the target audience and reflects the school's core values.
- **E-Newsletters:**
 - Update the design and format of the weekly newsletter and regular news alerts for easier audience access and improved engagement.
- **Data Analysis and Reporting:**
 - Monitor and analyse the effectiveness of digital outreach initiatives, website performance, and social media engagement. Prepare reports to assess the impact of digital efforts and provide data-driven recommendations for continuous improvement and growth.

Market Research

Undertake market research on local competitors and to identify prospective clients, and carry out in-person outreach to suitable Cairo-based companies and organisations.

Required Skills

- Must already live in Cairo (another Egypt location will be considered)
- Educated to degree level or equivalent.
- Minimum of 5+ years in managing and executing digital communications especially in the social media arena and email marketing
- Proficiency in using tags and hashtags in social media.
- Full understanding of GDPR and privacy, especially in school/child context
- Experience in market research and confidence undertaking in-person approaches to potential clients
- Due to context of a British school the candidate must have very high levels of written English (a written test will be carried out in-person at the school)
- Proficiency in computer packages such as MS Office Suite, including Outlook, Office 365, Word, Excel, PowerPoint, etc

Desired skills

- Proficient in industry standard graphic design software such as Canva and Adobe
- Experience with website content management systems and understanding of SEO
- Experience in working with designers to create online and print publications.
- Experience in the Independent Schools sector
- Experience in paid digital marketing and online analytics

How to apply

Candidates who are keen to explore the possibility of working with one of the most prestigious British international schools in Egypt can submit the set of documents listed below through email to nlabib@mbisegypt.com

- CV/résumé
- X4 Screenshot examples of past social media posts
- A personal statement: Describe your motivations, reason for applying and career goal (up to 600 words).
- Two references requested (including your previous employer)