



Job Description

Head of Marketing & Admissions

Department:	Marketing & Admissions
Focus of Job:	Student Enrolment & Retention, CX, Marketing & Strategy
Principal Location of Work:	Oryx International School, Mesaimeer, Barwa City, Doha
Reporting to:	Executive Principal
Line Management:	Admissions Team , CX Representative, Media & Events Coordinator and Receptionists– English and Arabic.
Timetable:	Full Time

Background

Educating more than 2,000 students, Oryx International School delivers the best of British Education exclusively for the children of employees of Qatar Airways and its approved subsidiaries. Owned by Qatar Airways and managed by Orbital Education, the school provides the highest standard of facilities and the best British International education in a safe, caring and welcoming environment. The school Mission is to deliver an engaging, value rich, broad and balanced 'British International Education Programme' to the children of the employees of Qatar Airways by highly qualified and experienced UK curriculum teachers. The Vision of the school is to ensure that students leave Oryx International School enabled, confident and ready to face the challenges that their next stage of life will bring. Following their time studying at the school, students will have developed effective behaviours that will enable them to thrive and succeed as global citizens of the 21st century, For more information www.oryxschool.qa

The Role & Purpose

To develop, and lead the execution of, the school's Marketing and Admissions strategy in order to meet the pupil roll targets ensuring that excellent levels of customer service are delivered to prospective and existing parents. All marketing & CX efforts should embody the school and Qatar Airways' 5-star values to ensure that we deliver a positive customer experience for all stakeholders.

Essential Duties & Responsibilities

- Develop the school's marketing strategy, positioning versus the competition and USPs to successfully attract new families to join the school.
- Promote the school as a school of choice to work at by celebrating professional development, accolades and achievements
- Oversee the admissions process ensuring that a whole school culture of customer service is developed.
- Build effective partnerships with the school's Principal and leadership team, Qatar Airways marketing and PR teams and the Orbital Education teams at head office and across the group's network.

Admissions

- Oversee the admissions processes for the school ensuring prospective families enjoy high



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standards of customer service throughout the process.

- Communicate strengths and areas for development within the admissions journey and processes to Head Office Marketing and Admissions team.
- Regularly review, analyse and report on actions for improvement, providing evidence and measures to indicate results and trends.
- Liaise with senior leaders to ensure that Outreach Visits and School Tours are highly effective in converting potential families.
- Work closely with the MoEHE Liaison Officer to ensure compliance to local Ministry Circulars as part of the Admissions onboarding and offboarding processes for students and their families
- Ensure local regulations are fully complied with and that the school is kept up to date with any potential or actual changes to requirements.
- Ensure that reported pupil roll, pipeline and admissions numbers are accurate and that forecasts are updated as required throughout the year.
- Ensure the Admissions process is clearly documented and articulated to all families. By acting as the link between the process requirements and supporting families to understand and adhere to these.

Marketing & CX

- Develop marketing plans, publicity and external communications, both online and offline to enhance the school's reputation, visibility and promote its achievements and activities while respecting Qatar's cultural sensitivities
- Marketing strategy - Prepare and align the annual marketing strategy for the school, aligning with the Executive Principal, school Head of Operations and Group Director of Marketing & Admissions.
- Develop and execute a monthly activity calendar in line with the approved plan.
- Marketing Budget - Prepare the annual marketing budget in conjunction with Executive Principal and Group Director of Marketing & Admissions.
- Execute the Marketing Plan across all platforms, including traditional offline channels and digital channels, including school website, social media, advertising and press all of which should ensure cultural and contextual appropriateness, as well as alignment to the school's GDPR & Safeguarding practices.
- Increase traffic to the website and review traffic data to improve customer journey.
- Ensure that the website is regularly updated to improve SEO effectiveness.
- Develop a content strategy to increase engagement for key audiences on core social media platforms, this should be reflected in the Monthly Marketing Content Calendar
- Develop all school collateral including promotional videos, prospectus, parent guide, year book, etc.

Act as the point of reference for all school branding, including internal marketing materials (like guides, signage and handbooks)

- Develop relationships with the media and Qatar Airways in-house Marketing & Employee Experience teams to ensure that the school is well represented and promoted.
- Proof-read and oversee the monthly school newsletter.

Adhere to all relevant policies and procedures, including safeguarding, data protection



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regulations and local cultural nuances.

Relationships

- Build strong relationships with all internal and external stakeholders and be a brand ambassador for the school.
- Build parent engagement with the school to increase positive word of mouth messages in the community.
- Collaborate with teachers and staff to identify and document noteworthy achievements, events, and student success stories to optimise school marketing opportunities and drive word of mouth marketing

People Development

- Recruit, develop and retain a high performing team.
- Collaborate with the wider M&A Team to establish annual objectives to support the annual Marketing Strategy
- Ensure objectives are well understood and evaluated throughout the year.
- Identify training needs and work across the team to find appropriate solutions to support colleagues.
- Collaborate at a group level with other school's Head of Marketing and Admissions to share ideas and support a culture of continuous improvement.
- Stay updated on marketing trends and best practices, by participating in relevant CPD

The post holder is expected to actively contribute towards the school and involve themselves in the life of the school at all levels. This includes, although is not limited to, attending school functions and events which may be held outside of the standard working hours. The post holder is also expected to carry out any other duties as reasonably requested or required by the Senior Leadership team or Group Director of Marketing and Admissions.

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. The duties outlined above are not intended as a restrictive list and may be extended or altered to include other tasks that are commensurate with the role.

Key Interfaces

- Marketing and Admissions Department
- Existing families and/or students
- Prospective families and/or students
- Alumni
- Parent Staff Association
- Third party providers/contractors (IE New Image / NewRest / Noble House / Pret a Portrait etc)
- School SLT & Middle Leadership



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Skills, Knowledge, Experience & Personal Qualifications

Essential

- Bachelor's Degree, or equivalent relevant qualifications , in Marketing or Communications
- At least 5 years' marketing experience
- Experience in leading a team of people
- Good knowledge and experience of digital marketing
- Strong communication skills – written and verbal
- Excellent relationship building skills
- A strong customer service ethos
- Excellent organisational skills and the ability to prioritise and manage tasks

Desirable

- Consultative sales experience
- Experience gained in a service focused industry
- Knowledge of the international school market

Competencies

- Results Orientated: Ensures all activities undertaken have clear objectives and demonstrable outcomes and that these are achieved.
- Strong Communicator: Excellent communication and interpersonal skills, both verbal and written.
- Analytical, creative and flexible: A problem solver with strong decision-making skills and critical thinking capabilities with the ability to adapt and change where required.
- Accountable: Takes ownership and responsibility for decisions and sets standards to act as a role model.
- Team Worker: Ability to work as a strong team leader and team member as required.
- Resilient: Demonstrates resilience in responding to challenges.

