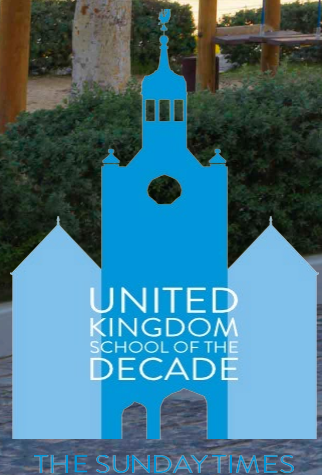


Join us:

**Marketing Coordinator –  
Maternity Cover  
(Females only)**



# Working for a Brighton College School

Brighton College schools are fantastic places to work. Brighton College is the leading co-educational school in the UK and was named 'UK School of the Decade' by *The Sunday Times* in November 2020.

Established in 1845, the College has grown exponentially since 2006 when Richard Cairns became Head Master. Since then we have moved from 147th in *The Sunday Times* results table, to 3rd – the best position ever achieved by a co-ed school. All Brighton College schools are renowned for their excellent academic results and innovative approaches, whilst placing kindness and community at the heart of their approach to education.



We take great pride in recruiting only the very best teachers to Brighton College. We know that outstanding teachers change lives. Teaching at all levels at Brighton is characterised by passion, academic rigour and innovation, with teachers taking an active rôle in designing and delivering our bespoke version of the English National Curriculum.



The Brighton College Family of Schools includes our three Prep Schools in the UK and five current international campuses, with our sixth site opening in Hanoi, Vietnam, in August 2023. In total, over 6,700 pupils are educated in Brighton College schools around the world. Working at a Brighton College school means having a base in one of seven exciting cosmopolitan cities - Brighton, Bangkok, Dubai, Al Ain, Abu Dhabi, Singapore and Hanoi.

This international network provides teachers and school leaders with the potential to make fruitful connections, and brings a range of opportunities for career progression and promotion. In addition, staff at Brighton schools frequently share best practice and benefit from CPD across the whole group.



Most importantly, Brighton College schools are happy places. Staff and pupils feel fulfilled, and our emphasis on kindness fosters a thriving intellectual, sporting and performing arts culture. We hope you will enjoy this opportunity to join a fantastic group of professionals working across our family of schools.



Our approach to education is regularly celebrated. In addition to being named 'UK School of the Decade' by *The Sunday Times*, Brighton College have also been named 'School of the Year' twice by the same publication; *The Week* named them 'Most forward-thinking school' in 2017 and 2019, 'Best in the UK for STEM' in 2020, 'Best for Community Outreach' in 2021, and 'Best for a Global Outlook in Education' in 2022. Spears Education Index ranked Brighton College and Brighton College Abu Dhabi as two of the top 100 schools internationally for four consecutive years from 2021, whilst Brighton College Bangkok won the International Schools Award 2022 for Diversity, Inclusivity and Justice. We've also been named 'Best British School in the UAE' by LUXLife Magazine and have been selected as a finalist in the Independent School Parent awards.

**BRIGHTON COLLEGE  
INTERNATIONAL SCHOOLS**



**94% GRADES 9-7 AT GCSE**



**800+  
teaching  
staff**



**99% A\*-B GRADES AT A-LEVEL**



**30**

**subjects  
offered**



**150+ CHARITIES AND PROJECTS SUPPORTED**

**11  
SCHOOLS IN THE BRIGHTON COLLEGE  
FAMILY**

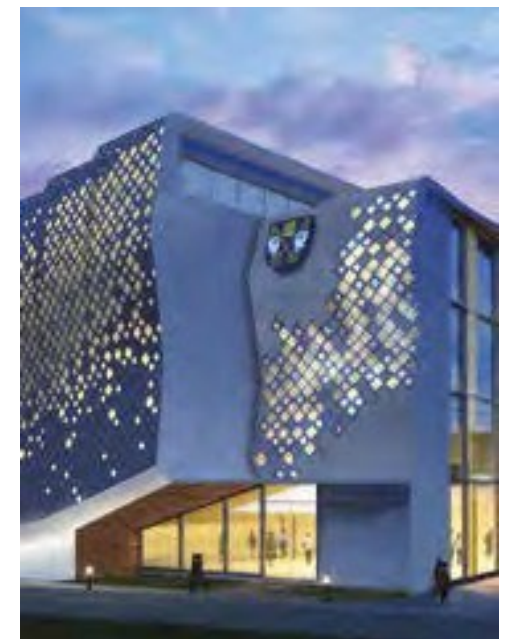


**25+**

**NUMBER OF COUNTRIES WHERE  
OLD BRIGHTONIANS ATTEND  
UNIVERSITY**



**6,700+  
pupils in our  
schools**



### ABU DHABI LIFESTYLE

The standard of life is high in Abu Dhabi, services are efficient, and convenience is a strong feature of the day-to-day. Lifestyle options are diverse and vibrant, as might be expected in a city with over 200 nationalities living side-by-side.

1



### SAFETY

Abu Dhabi is a leader in world-rankings for lowest crime rate in cities. The city's safe and calm environment is a renowned feature, providing a haven for family life, the young, elderly, women and children.

2



### TAX-FREE INCOME

Tax-free salaries, available for all inhabitants of the United Arab Emirates, makes it one of the best locations to build one's future. An attractive prospect for expats and compelling reason to relocate!

3



### ALL YEAR SUN

Abu Dhabi is sunny all year round. The city's average temperature hardly drops, and while the summer months are characterised by indoor and air-conditioned terrain, from September to May the comfortable, breezy weather allows for all manner of outdoor pursuits, from beach-bathing to dune-bashing, to exploring market souks.

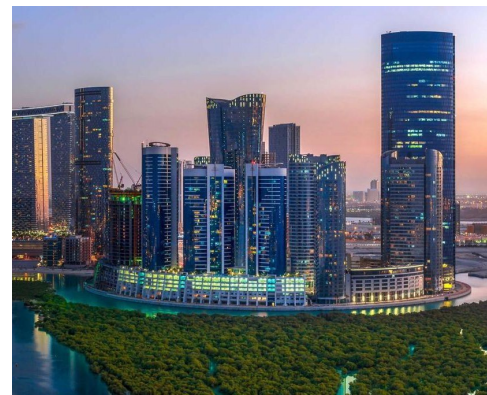
4



### LOW COST OF PETROL

Just a few years ago, fuel was cheaper than bottled water in the oil-rich UAE. While this may no longer be the case, it is still considerably less expensive than elsewhere in the world.

5



### BOOMING REAL ESTATE

6 Abu Dhabi's real estate industry is thriving. Residents and visitors can easily rent or buy properties that fit their requirements and price range. Whether you choose the glittering, yacht-lined location of the Marina, the slick, sophisticated streets of Reem Island or the leafy, suburban areas like Bloom Gardens and Al Raha Beach, Abu Dhabi has it all.



### TRAVEL

7 Abu Dhabi is the perfect 'hub' for travel, offering inexpensive and accessible adventures to much of Asia, Europe and Africa. Its favourable geographical location makes the city one of the best places in the world for tourism. Abu Dhabi has multiple daily direct flights to all major UK cities.



### ARCHITECTURE

8 The Government of Abu Dhabi invest huge amounts of money to progress the city's economy, resulting in a breath-taking city-scape from the infamous Grand Mosque, to the Louvre Musuem.



### FOOD, GLORIOUS FOOD

9 If you're an 'adventure' when it comes to food, you've come to the right place! Abu Dhabi features plenty of restaurants that serve local and international dishes: American, Chinese, Indian, Lebanese, Mediterranean, Vietnamese, Turkish and more – you name it! On the other hand, if you prefer to eat at home, most outlets offer take-out and delivery services.



### NEVER A DULL MOMENT

1 Abu Dhabi is sometimes described as a 'playground for adults', and the range of experiences and opportunities available here lend credibility to the idea.



## Brighton College Abu Dhabi is looking to appoint a Marketing Coordinator – Maternity Cover (Females only).

# About the role

## Marketing Coordinator – Maternity Cover (Females only)

Bloom Education is seeking a senior professional in the field of international education marketing for the role of Marketing Coordinator for Brighton College Abu Dhabi. Reporting to the Head of Marketing and Communications this position will be responsible for the implementation of the strategic Marketing Development Plan. The post holder will help collate and generate news content and ensure that all marketing activity is widely and appropriately publicised across our online platforms, print and digital marketing media. Specific responsibility will be for the day-to-day management of the school's website, social media channels, targeted communication plan, coverage of daily school activities and the managing and reporting of leads. The post holder will be building close working relationships with members of teaching and non-teaching staff and the parent ambassadors to enable them to conduct their role. They will maintain positive word of mouth and implement a growth strategy with KPI's for the school's social media channels. They will build on the schools' excellent reputation ensuring high awareness within surrounding residential neighborhoods, with a focus on student recruitment and retention. They will assist in developing links and partnerships with businesses and community groups.

### Responsibilities of Position

- Support implementing strategies for enrollment growth, in line with the school's enrolment and communications objectives and the current needs of the market.
- Management and development of the school's social media channels, and school newsletters.
- Leading school marketing initiatives, in close collaboration with the Admissions team to ensure excellence in service delivery to prospective families throughout their enrollment journey.
- Support the school with internal marketing and communication of events and activities.
- Consult with teachers and staff to identify opportunities for engaging news stories that are 'on brand' for promotion via our website, social media channels and of interest to our PR agency.
- Working with admissions and education teams to conceptualize and execute in-person/virtual events, open houses, and tours to drive prospective parents to the admissions office.
- Support the drive for inquiries /event registrations via a mix of channels.
- Overseeing communications and materials to maintain the schools brand standards including: updating brochures, and print materials; updated video and photo assets; environmental branding around the school.
- Collate updates from Heads of department for student and parent handbooks.
- Develop and maintain website content to ensure it is always fresh, comprehensive, up-to-date, and focused on evidencing our school's narrative and promises.
- Leads on external marketing activations and events, on behalf of Bloom Education and the school.
- Manage the production of the annual Review magazine by commissioning, collating, editing, and proofreading content.
- Escort photographers and videographers on school premises, when requested.
- Work to develop personal links with key employers, local estate agents, nurseries, relocation agents and developers to maximise student recruitment opportunities.
- Extracting reports on leads and enquiries driven by marketing.
- Report on competitor marketing activities in Abu Dhabi.



# Person Specification

Brighton College Abu Dhabi is an exciting place to work, and it is our staff who will make our community such a vibrant and stimulating environment.

The success of Brighton College Abu Dhabi will be due to excellent and innovative staff. Above all, therefore, we are looking for individuals who foster a passion for high level customer service and who demonstrates an ability and genuine desire to develop a premium school.

## EXPERIENCE, QUALIFICATIONS AND SKILLS

- Bachelor's degree in marketing or related field of study
- Experience working with CRM and funnel management preferable.
- Understanding of the role and influence of social media and digital marketing channels from discovery to enrollment.
- 5 years' experience in marketing, preferably in the education sector in Abu Dhabi.
- Essential qualities will include the ability to work collaboratively and to present to parents, pupils and colleagues a warm, engaging and approachable personality.
- 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.
- Graphic design, photo editing and retouching skills with a working knowledge of Canva, InDesign, Adobe Acrobat, PowerPoint, Adobe Photoshop preferred.
- Knowledge of audio/video editing using iMovie or Final Cut Pro
- Capable of shooting and creating promotional videos.

## QUALITIES

- Excellent people skills and a positive and enthusiastic attitude
- Strong work ethic and superior professionalism and judgment
- Committed to achieving best practice communications and service excellence in marketing and admissions.
- Self-motivated and results-driven
- Organized and able to work independently.
- Resourceful and collaborative approach to solving problems.
- Leadership and influencing skills.
- Commercially aware with good business acumen.
- Proactive and able to prompt others to ensure deadlines and targets are achieved.
- Excellent attention to detail.

# The application process

Applicants should send an up-to-date CV to [hr@brightoncollege.ae](mailto:hr@brightoncollege.ae).



*Please note:*

Incomplete applications will not be considered and Brighton College Abu Dhabi reserves the right to interview and offer to a strong candidate prior to the closing date. It is strongly recommended that submit their applications as soon as possible.

## Remuneration

We offer a competitive salary commensurate with experience and industry standard benefits package.

## Safeguarding and equal opportunities

All Brighton Colleges Abu Dhabi is committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. Any offer of employment will be subject to the successful completion of pre-employment checks, including an enhanced police

check, the receipt of satisfactory references, the College's pre-employment medical questionnaire, relevant original ID documentation and examination certificates. Online searches may be done for prospective candidates as per our safer recruitment policy.

The College is committed to ensuring that the recruitment and selection of staff is conducted in a manner that is systematic, efficient and effective, and which promotes equality of opportunity.