

Job Description

Marketing & Communications Officer

At Verdala International School (VIS), we believe that each employee makes a significant contribution to our students' success and that contributions extend well beyond the assigned responsibilities. Therefore, the job description is designed to outline primary duties, qualifications, and job scope, but does not limit the employee or VIS to only the work identified. It is a basic expectation that each employee will offer his/her services wherever and whenever necessary to ensure the success of our students and school.

At VIS, we use safer recruitment practices and pre-employment background checks to maintain the highest standards of safeguarding and child safety. Staff are asked to sign a code of conduct on an annual basis and are expected to adhere to our standards and practices. We engage with our values of respect, integrity, dedication, and empathy through our professional work and relationships within our community.

Purpose of Role

The Communication & Engagement Executive plays a central role in elevating Verdala International School's visibility and appeal through strategic communications, brand leadership and stakeholder engagement. Reporting to the Head of School, the MCO leads the school's marketing and public relations efforts, aligns branding across platforms, fosters alumni and community relationships, and enhances the admissions experience.

Responsibilities

- Lead the development and execution of integrated marketing strategies that support recruitment, retention, and school branding.
- Manage and evolve VIS's visual and narrative brand across digital and print platforms.
- Oversee PR and media outreach, developing press releases, cultivating media relationships, and promoting school achievements.
- Maintain and optimise the school website and social media channels with engaging, mission-driven content.
- Benchmark against peer institutions and adopt best practices to ensure VIS remains on-trend and competitive.

Admissions Support

- Collaborate with the Admissions Manager to create and maintain effective workflows from inquiry to enrolment.
- Support campus tours and develop digital content to enhance the admissions journey.



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Community Engagement

- Lead and coordinate with the Verdala Parent Staff Organisation (VPSO) to support and organise school events and foster a vibrant school community.
- Liaise with local councils, authorities, embassies and educational consultants to expand outreach and partnerships.
- Organise and support community and school-wide events to boost engagement and visibility.

Alumni Relations

- Develop short- and long-term strategies to grow and activate the alumni network.
- Produce alumni communications such as newsletters and social media content.
- Build pre-graduation alumni engagement processes and integrate alumni into current school initiatives (e.g. Career Days, networking events).

Professional Attitudes and Dispositions

- Demonstrates interpersonal and organizational skills
- Embraces cultural diversity
- Values collaboration and teamwork
- Flexible, resilient and the ability to multitask
- Willingness to occasionally work evenings/weekends for events.

Experience, Skills and Qualifications

Essential:

- Degree or professional experience in Marketing, Communications, Public Relations, or related fields.
- Strong storytelling skills with excellent English written and verbal communication abilities.
- Visual content creation and graphic design skills.
- Proficiency in digital marketing tools, website CMS, social media platforms and Google Workspace.
- Experience with cloud-based content management systems.
- High professional standards, service-oriented mindset and an alignment with VIS values.

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