



# Job Description

## *Advancement Officer*

At Verdala International School (VIS), we believe that each employee makes a significant contribution to our success and that contributions should not be limited by 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 as required to ensure the success of our school.

### **Leadership Structure**

Reports to: Head of School

Member of: Administration

This is a non-teaching role

### **Purpose of Role**

Reporting to the Head of School, the Advancement Officer (AO) develops and executes a strategic marketing plan to service the school's admissions and community relations goals for internal and external audiences. These ongoing initiatives work towards an increase in recruitment, retention, partnerships, and referrals of qualified families that become advocates and ambassadors of the School. The AO manages the school's branding, content marketing, online and traditional advertising, social media and public relations strategies.

### **General Duties & Responsibilities**

- Develop, execute, and track digital marketing campaigns across all digital channels
- Oversee PR and Media campaigns and strategies
- Oversee current advertising and determine which platforms and tools best serve our strategic goals and align with our mission
- Optimise the use of digital communication platforms, including understanding how they serve different purposes and stakeholders
- Seek innovative ways to enhance the school website with fresh content, photography and videography that replicates our mission and attracts inquiries
- Liaise with the Admissions Manager to ensure workflows are created and enacted to bring inquiries along the 'admissions's journey' towards applications and enrolment
- Liaise with the Admissions manager by conducting tours of the school
- Regularly benchmark with other schools to ensure VIS remains on-trend and relevant
- Build and execute our content and social media strategy through competitive research, platform determination, benchmarking, and messaging
- Develop and expand online community outreach efforts; increase engagement through various organisations and social media platforms
- Stay current with new content and social media trends and platforms
- Ensure the coherence of key messages and align brand identity across different platforms
- Oversee the creation of branded print/online VIS materials



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- Establish and nurture relationships with local press members, local authorities at Governmental and council level, educational consultants and International embassies and organisations, providing ongoing communication of VIS events, successes and stories
- Collaborate with the Verdala Parent Staff Organisation (VPSO)
- Help organise school and community events, as appropriate
- Collate photos from all sectors of VIS and post on social media
- Carry out short, mid, and long-term strategic planning for the Alumni Program
- Produce regular alumni updates/newsletters
- Develop and maintains the Alumni Page on VIS website
- Update VIS official social media accounts regularly (alumni initiatives, successes, visits, etc)
- Create systems and processes to build VIS alumni community among students and families prior to graduation or departure from VIS
- Work with various departments to include alumni in current school activities and major events on campus. Eg. Career Day, Networking events
- Create and promote an environment that will foster a mutually supportive relationship between the school and its alumni
- Maintain and enhance VIS social media presence ie. facebook, linkedin, instagram, youtube etc.
- In collaboration with the Director of IT Integration develop and implement the new VIS website

### Other

- Additional duties as allocated by the Head of School

### Selection Criteria

#### Essential

- Degree or professional experience in either Marketing or Communication preferably
- Excellent written and verbal communications, public speaking, interpersonal and organisational skills
- Proficiency with Microsoft Office Suite/Google Workspace/web editing software
- Must demonstrate commitment and ability to work effectively with a diverse group of students, faculty, staff and constituents in support of campus and department missions
- Candidates may be required to work during the evening and weekend commitments as necessary throughout the school year
- Ability to prioritise, manage time effectively, and work in a fast-paced environment with the ability to work independently
- Have a service ethic
- A willingness to be a member of a team and to work collegially with other staff members
- High level of professional standards and conduct
- Willing support for the Vision, Mission, Guiding Statements and Values of the School
- Agree to undergo a Criminal History/Police Check conducted by the School

#### Desirable

- Experience managing cloud-based applications



Verdala  
INTERNATIONAL SCHOOL

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Reviewed February 2023