

LOCATION	Athens Greece	
JOB TITLE	Marketing and Communications Officer	
JOB PURPOSE	The Marketing and Communications Officer is responsible for developing, managing, and executing marketing and communication strategies that promote the school's brand, increase student enrolment, and enhance engagement with internal and external stakeholders. The role involves overseeing digital and traditional marketing, public relations, branding, and event coordination to ensure a consistent and professional representation of the school's values and ethics throughout all phases of the Parent Experience Journey.	
REPORTING TO	Head of School Dotted reporting line to European Head of Admissions & Marketing	
DIRECT REPORTS	Head of School	
OTHER KEY RELATIONSHIPS	Internal <ul style="list-style-type: none"> ▪ MD ▪ School Admissions Manager ▪ ISA SLT and staff ▪ Parents (PTA) ▪ Students 	External <ul style="list-style-type: none"> ▪ Alumni ▪ External network including education agents, feeder schools, business associations, employers and key accounts ▪ Marketing agencies ▪ Press and media contacts ▪ Marketing services suppliers
PACKAGE	Competitive	
KEY RESULT AREA	Measures of Performance	
Marketing and Brand Management <ul style="list-style-type: none"> ▪ Develop local market parent and competitor understanding to feed into the definition of the 'DNA' of the school and the work led by the European team on the brand equity framework, USP, message house and brand style guide. ▪ Develop and implement an annual Marketing Plan in collaboration with the Director as part of the school's Development Plan, ensuring adherence to the allocated budget. ▪ Coordinate all marketing and advertising efforts, including social media, the school website, photography, video production, yearbooks, brochures, and corporate identity materials. ▪ Ensure brand consistency using brand style guide across all communications, collateral, merchandising, visual merchandising and maintaining alignment with the school's values and professional image. ▪ Monitor and manage prestigious school rankings to enhance the institution's visibility and reputation. ▪ Work with the Head of Admissions and the European team to ensure that décor/furnishings in the buildings (current and planned) reflect the brand positioning and visual identity. 		<ul style="list-style-type: none"> ▪ Increase in enquiries in line with budget ▪ Growth in new starters in line with budget ▪ Improved conversion at all touchpoints throughout the funnel compared to prior year ▪ Annual table-top review to check brand consistency ▪ Feedback from parents Surveys ▪ Mystery shop ▪ Timely resolution to any issues flagged during weekly audit ▪ Increases in enquiries and conversion through the pipeline ▪ Relevant parent survey results

<p>Digital Marketing & Social Media</p> <ul style="list-style-type: none"> Manage the school's website and social media presence, creating engaging content and optimizing online platforms to increase student enrolments. Work with the central teams to optimize SEO and implement recommendations for improvement. Develop and execute digital marketing campaigns, including paid advertising, SEO, and email marketing, working closely with agencies when needed. Write the copy and provide any visual imagery requested for paid campaigns. Develop and implement the social media strategy and execution in the school. Support and execute the email marketing strategy and plan for the school to support Admissions in nurturing leads. Conduct benchmarking to track market trends and competitor activities, identifying opportunities for growth and innovation. 	<ul style="list-style-type: none"> Pipeline conversion improvement Performance of paid campaigns versus budget and prior year KPI Website /google analytics Social media KPI Pipeline engagement through email nurturing Annual desk-top review to check quality and brand consistency Total number of leads vs prior year
<p>Communications and Public Relations Develop school communications to drive awareness of the school and brand through great content.</p> <ul style="list-style-type: none"> Manage and oversee all internal and external communications, including press releases and media relations, ensuring effective coverage of the school's events and initiatives. Understand what both internal and external stakeholders want to hear and support the development of a content calendar which delivers key messages in a timely and engaging way in line with key brand messages and school pillars. Achieve the right tone and voice in all communications. Open and develop new communication channels to engage with parents, students, and external stakeholders effectively. Liaise with various media outlets to organize and oversee all advertising and promotional campaigns. Ensure compliance with data protection regulations (GDPR) in collaboration with the Data Protection Officer (DPO). Work closely with school teams to understand activities and events so that content for communications can be captured both visually (photo & video) and written. 	<ul style="list-style-type: none"> Review of engagement with content Social media metrics Website /google analytics Annual table-top review to check quality and consistency of messaging PR placement and coverage Sponsorship and event opportunities

<ul style="list-style-type: none"> ▪ Work with school guidelines to edit and screen materials for production (according to school policies and safeguarding guidelines). 	
<p>Event Management and Community Engagement Oversee the development and execution of the schools' event calendars to bring to life the unique identity of the school and showcase the school in the best light possible.</p> <ul style="list-style-type: none"> ▪ Review and sign off the annual event calendar and schedule for the schools, aligning the Heads of Schools and school SLT as appropriate, ensuring that as many events as possible are optimized for parent recruitment. ▪ Plan, organize, and supervise school events to enhance community engagement and brand awareness. ▪ Oversee the development and execution of event management procedures to ensure all events are executed efficiently and effectively. ▪ Support the Events Manager to develop and execute creative themes for major events that bring to life the unique identity of the school. ▪ Oversee the marketing of major events through external outreach, media, PR and communications. ▪ Support and coordinate alumni association activities to foster relationships with former students. ▪ Organize team-building activities for school staff in collaboration with the HR department. ▪ Attend institutional events alongside the Director and Admissions Director to represent the school. 	<ul style="list-style-type: none"> ▪ Events executed on time and as per plan ▪ No overspend on budget ▪ Cost savings on specific line items versus prior year ▪ Feedback from key stakeholders ▪ Increase in attendance numbers versus prior year ▪ Social media and other digital marketing benchmarks showing positive trend versus prior year ▪ Annual tabletop review of event collateral ▪ Number of qualified leads versus prior year
<p>Creation of Marketing Collateral</p> <ul style="list-style-type: none"> ▪ Design and produce marketing collateral, including brochures, flyers, banners, and other promotional materials. ▪ Ensure all printed and digital materials align with the school's branding guidelines and visual identity. ▪ Work with designers, photographers, and videographers to create compelling visual and written content. ▪ Manage the development of the school's yearbook, ensuring high-quality production and consistency with brand standards. ▪ Oversee the distribution and usage of marketing materials to maximize reach and engagement. ▪ Assist in organizing and overseeing summer school marketing and promotions in collaboration with the programme coordinator. 	<ul style="list-style-type: none"> ▪ Annual desktop review ▪ Consumer feedback ▪ School team feedback

Enrolment and Admissions Support <ul style="list-style-type: none"> Assist in attracting new students by increasing engagement through marketing campaigns and promotional events. Develop CRM strategies to manage and nurture prospective student inquiries effectively. Monitor enrolment data and adjust marketing strategies to maximize recruitment efforts. 	<ul style="list-style-type: none"> KPI Leads, Visits, enrolments. Engagement at different stage of enrolment funnel. Campaign management and analytics.
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PERSON SPECIFICATIONS	
Qualifications / Training	
<ul style="list-style-type: none"> Bachelor's degree in marketing, Communications, Public Relations, or a related field. 	Essential
Experience / Knowledge / Skills	
<ul style="list-style-type: none"> 3-5 years of experience in a marketing or communications role, preferably in the education sector. 	Essential
<ul style="list-style-type: none"> Strong knowledge of digital marketing strategies, social media management, and content creation 	Essential
<ul style="list-style-type: none"> Excellent written and verbal communication skills in both English and Greek. 	Essential
<ul style="list-style-type: none"> Experience of having worked within a service delivery sector, education sector experiences a bonus 	Desirable
<ul style="list-style-type: none"> Proficiency in website management and data analytics. 	Essential
<ul style="list-style-type: none"> Ability to manage multiple projects simultaneously and meet deadlines. 	Essential
<ul style="list-style-type: none"> Experience of working with CRM systems and integration with the sales life cycle 	Essential
<ul style="list-style-type: none"> Experience in monitoring competitor market activity 	Essential
<ul style="list-style-type: none"> Analytical skills and proven record of using data and research to support initiatives undertaken 	Essential
Personal Attributes	
<ul style="list-style-type: none"> Curious and creative 	Essential
<ul style="list-style-type: none"> Self-motivated, flexible and adaptable to different tasks at hand 	Essential
<ul style="list-style-type: none"> Proactive and able to prompt others to ensure deadlines and targets are achieved, calm working under pressure 	Essential
<ul style="list-style-type: none"> Uses evidence to support arguments or positions taken 	Essential
<ul style="list-style-type: none"> A strong sense of the 'other' and an ability to empathise 	Essential
<ul style="list-style-type: none"> High level of integrity 	Essential
<ul style="list-style-type: none"> Excellent time management and organisational skills 	Essential
<ul style="list-style-type: none"> Excellent communicator both oral and written 	Essential
<ul style="list-style-type: none"> Excellent attention to detail 	Essential
<ul style="list-style-type: none"> Affinity with and interest in education 	Essential