



Rabat American School **Communications and Marketing Officer**

Minimum Qualifications:

- English and French fluency written and oral, Arabic desired.
- Bachelor degree or equivalent and experience in marketing, education or service related fields.
- Excellent written and oral communication skills.
- Outstanding organizational and presentation skills.
- Demonstrated experience with website content management and design, and social media marketing.
- Creative and artistic vision.
- Solid writing and editing experience and a fine-tuned attention to detail.
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Demonstrate knowledge of communication principles and marketing techniques.
- Demonstrate ability to deliver projects and campaigns on an agreed timeline.

Specific Job Description:

Communications and Marketing:

1. Develop an annual communications and marketing plan with quarterly status monitoring.
2. Liaise with school stakeholders to get the important stories that highlight student and school achievements.
3. Cover activities and generate content for news and feature stories.
4. Assume primary responsibility to prepare, post and update, newsletter, website and social media content on an on-going basis.
5. Establish and manage consistent formatting, branding, and communications throughout the organization.
6. Monitor and manage the school's web presence to ensure a positive image, aligned with school policy and best practices.
7. Support Admissions in effectively marketing the school and its programs to prospective families.
8. Identify and pursue new markets and design strategies for brand recognition.
9. Collaborate on development and maintenance of a strong network of current and former parents and students to assist with the recruitment and admissions process.
10. Participate actively in market research and data collection, including:
 - Conducting and analyzing surveys
 - Audience testing of communications and marketing materials
 - Stakeholder analysis that defines the core messages and delivery modalities for a range of audiences.
11. Market and support the school's community outreach events and collaborate with other departments in facilitating these events.
12. Research and assist in coordination of select special projects, meetings, and events.
13. Work with Admissions and departments to organize and promote open days and other events.
14. Produce marketing materials for open days and special events including programs, banners, and maps.