

## Misk Schools Job Description – Digital Marketing Expert

Job Title	Department	Salary Grade
Digital Marketing Expert (Coordinator/Officer/Manager)	Communications and Marketing	TBA

1	Reports to
	Director of Communications and Marketing

2	Core Purpose
	The core purpose of this role is to (a) develop and post high-quality digital communications content, devising and managing both paid and organic campaigns that meet brand guidelines and result in a prominent, positive profile online and (b) build engagement levels with the School’s community by owning and leveraging the marketing database, and regularly reviewing performance metrics across all platforms, adjusting activity accordingly and (c), lead and manage SEO/SEM to ensure the Misk Schools brand ranks highly in SERPs

3	Responsibilities
	<ol style="list-style-type: none"> <li>1. Website: Act as the primary liaison with the school’s website developer on all aspects of the website management, performance, and security, specifically:               <ol style="list-style-type: none"> <li>a. Source and/or develop and upload regular content updates (Arabic and English versions), ensuring all content is edited and formatted properly and approved by the Director of Communications and Marketing prior to posting</li> <li>b. Apply Search Engine Optimization (SEO) techniques and ensure the right keywords on all pages</li> <li>c. Ensure photography and videography are always up-to-date and that all students featured have consent to be published</li> <li>d. Develop new sections as required</li> <li>e. Ongoingly identify improvements to website look, feel and functionality</li> <li>f. Monitor website traffic, delivering advice to the Director of Communications and Marketing regarding improvement tactics</li> </ol> </li> <li>2. Social Media: Take responsibility for the implementation of the school’s social media strategy as agreed with the Director of Communications and Marketing, specifically:               <ol style="list-style-type: none"> <li>a. Source and/or develop and upload Arabic and English posts on all platforms (Instagram, Facebook, Twitter, LinkedIn, and YouTube) according to the approved schedule. This will include identifying and writing original stories, reportage style, as well as sourcing material from departments. Ensure all content is edited, formatted, and translated properly, and approved by the Director of Communications and Marketing prior to posting</li> <li>b. Optimize the search on all channels using SEO techniques and keywords</li> <li>c. Work with the Director of Communications and Marketing to develop and manage a digital advertising strategy, implement within budget, and monitor results</li> <li>d. Take responsibility for improving social media engagement levels by monitoring and evaluating performance metrics on all channels, and recommending appropriate action plans</li> <li>e. Build relationships with the school’s online community by posting responses to comments and answers to questions. Agree all with the Director of Communications and Marketing prior to posting</li> </ol> </li> </ol>

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### **Responsibilities (Continued)**

3. Undertake additional duties as and when required by Director of Communications and Marketing eg email campaigns, e-newsletters etc
4. Work with the Director of Communications and Marketing to establish and achieve personal performance objectives

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### **Qualifications**

- Bachelor's degree in Marketing, Media, or a related field

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### **Experience**

- A minimum of four years' experience working in digital marketing and digital media
- Experience in running paid campaigns on different social media platforms as well as Google Ads
- Experience managing social media accounts in a specialized agency or in a reputable organization
- Ability to capture photos and produce/edit short videos is a plus

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### **Commitment and Abilities**

- Ability to communicate clearly in written and spoken English and Arabic
- Evidence of good organizational skills, including record keeping/ archiving
- Team player with the ability to develop and maintain critical relationships internally and externally, including with people from other cultures
- Proactive approach and enthusiasm for working in an environment of positive change and development
- Ability to be flexible, organize own workload, attention to detail, work under pressure, and meet agreed deadlines
- Commitment to professional development by taking part in training, mentoring, and coaching
- Proficiency in the use of IT for administration purposes and specialized digital media software