



GERMAN SCHOOL NAIROBI – MARKETING MANAGER

POSITION: The German School Nairobi (GSN) announces a vacancy for the position of **Marketing Manager**
(20 Hours per week)

Application Deadline: **30th April, 2020**

Start Date: **1st August, 2020**

Role Reports to: **Head of Administration**

Location: **German School, Nairobi**

BRIEF

The German School Nairobi is a recognized and widely acknowledged German school abroad with over 300 students from kindergarten to upper secondary school.

Reporting to the Head of Administration, the school has a vacancy for a Marketing Manager who will be responsible for the day to day marketing activities and the long term marketing strategy for the school. This role requires close cooperation with the school's management team, as well as with the school board.

The ideal candidate will be accountable for:

- Managing school events from inception to completion. This includes events both inside and outside of the school also entailing marketing activities such as participating in Education Fairs, organizing the School Open Day, tournaments, school summer festival, Christmas festivals, school's jumble sale, etc.
- Maintaining the school's web based platforms including the weekly school newsletter. This includes the content of the newsletter, graphics, proof reading and editing
- Assisting in the day-to-day management and developing new content for these platforms including its discussion forums and online communities, while ensuring that all the information is prepared in English and German
- Preparing and implementing the short and long term marketing plan for the school
- Implementing a marketing and branding strategy for the school, taking into account its current profile within the community, sponsors. This strategy should define, strengthen and promote the school's brand and effectively market the work and competencies to all appropriate departments
- Developing and maintaining sustainable relationships with journalists, publishers and other key players in the circles and the mass media with a view to raising school's visibility locally and internationally.



- Building and maintaining relationships with the school community (parents), including the alumni portal, its environs and German speaking embassies, cultural institutions, universities in Germany, etc. As well as building relationships with other international schools/organizations and outreach markets with creative PR concepts for current and future launch programs for continuously uplifting the school's image.
- Utilising these contacts on a long term basis to earn sponsorships that will be beneficial to ongoing school projects
- Developing a guideline on increasing sponsorship for the school as well as planning and implementing timescales and methods on when to approach sponsors for various projects
- Managing and implementing a strategy of increasing school's visibility within the local and expatriate communities via events, publications, meetings, etc.
- Developing selected communication materials, including brochures and graphic work to promote the school, this will include the graphic editing, proof-reading and copy editing
- Ensuring the smooth implementation of all communications, knowledge management, branding in coordination with the management team
- Conducting any other assignments related to knowledge management, marketing, communications, branding as may be required. Overseeing the function of the School Shop including ordering of marketing material/branding, overseeing product inventory, showcasing and selling of the same.

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Admissions

- Customer care - First contact person for prospective applications and ensuring that the applications/queries are attended to punctually
- Facilitating guided tours for parents/students as required
- Assisting the various Heads with the student's recruitment process and the publication of the scholarship program

Other Responsibilities

- Managing the school alumni platform
- Managing roles and responsibilities of the Marketing Assistant

APPLICANTS REQUIREMENTS

- Degree in Marketing/Public Relations or both
- At least 2 years' experience in coordinating events
- At least 1-2 years of communications experience with a not-for-profit institution.
- Confident command of German language, orally and in writing
- Strong media pitching and writing skills, with an emphasis on education and social media required.
- Demonstrated passion for media relations with a proven ability to secure visibility in the market
- Excellent project management skills with demonstrated ability to multi-task and prioritize.



- Accountable, responsible and trustworthy.
- Adapts to change, is open to new ideas, takes on new responsibility, handles pressure, and adjusts to meet ever-changing needs.
- Knowledge of standard PR tools: Microsoft Office, etc. *Basic Photoshop skills are a plus.
- Curiosity and willingness to work
- Ability to work in a team, flexibility, resilience
- Willingness to go beyond the teaching activity
- Excellent verbal and written communication skills

SALARY AND BENEFITS OFFERED

- An interesting working environment
- Appropriate salary
- One-year service contract and optional extension

APPLICATION PROCEDURE AND CONTACT PERSON

Your application, accompanied by a Curriculum Vitae, copies of certificates and references of former employers should be submitted to us no later than **30th April, 2020**, via email to: anja.schupp@germanschool.co.ke