



Job Advertisement – Marketing & Communication Manager

Brief:	The German School Nairobi is seeking to fill the post of a Marketing & Communication Manager
Start Date:	1 st August 2024 or after negotiation
Environment:	The German School Nairobi is a recognized and widely acknowledged German School abroad with over 300 students from Kindergarten to Upper Secondary School.
Job Profile Summary :	<ul style="list-style-type: none"> ▪ Collaborating with management team to establish, develop and maintain the schools marketing & communication plan in line with its strategic plan. ▪ Building and maintaining relationships with all stakeholders of the school as well as embassies, cultural institutions, universities in Germany etc. ▪ Developing and improve internal communications concept and ensure smooth implementation of all communications within the German School ▪ Developing and implementing social media strategies ▪ Managing the school’s website & social media platforms ▪ Fostering online communities, driving brand loyalty, and increasing the school’s online visibility ▪ Initiating new, creative events from initial planning, execution to post-event analysis for all school and staff events, conferences etc ▪ Monitoring customer satisfaction through surveys, questionnaires and social media ▪ Gathering content and executing the publish of the weekly newsletter as well as the annual yearbook ▪ Managing the roles and responsibilities of one Marketing Assistant
Employer Benefits:	<ul style="list-style-type: none"> ▪ Integration into a dedicated and open-minded multicultural team at the school. ▪ An interesting and lively working environment ▪ Appropriate salary with competitive additional benefits. ▪ Two (2) year service contract and optional extension.
Qualifications:	<ul style="list-style-type: none"> ▪ Bachelor’s degree in Marketing/Communication or equivalent work experience in a related field ▪ 2-5 years of experience in marketing, event and/or communication management ▪ Strong prioritization, organization, and project management skills ▪ Creative actor and thinker, experienced in communicating via Social media ▪ requires creativity, analytical skills, and a deep understanding of how different social media platforms operate ▪ Excellent communication, time keeping and interpersonal skills. ▪ Skilled in writing and editing content with with a keen eye for detail and design ▪ Expertise in Kenyan data protection in regards to social media is a plus ▪ A high degree of flexibility and intercultural competence. ▪ Fluent in written and spoken English. ▪ Being fluent in written and spoken German will be an added advantage.



Deutsche Schule Nairobi
German School Nairobi

Application procedure	<p>Your application including:</p> <ul style="list-style-type: none">▪ Curriculum Vitae▪ Salary expectation▪ Copies of certificates▪ References from former employers <p>Should be submitted to the attention of the HEAD OF ADMINISTRATION, no later than 15th April 2024 via email to applications@germanschool.co.ke</p>
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