



MANAGEMENT TEAM

Job Description

Director of External Relations

Qualifications and Skills:

- Must have a minimum of 5 years operational / organisational management experience
- 3 – 5 years supervising experience of educational, HR, marketing, or PR staff
- School administration experience a plus
- Bachelors degree in education, marketing, business management, personnel management or related business or marketing field
- Strong written, oral communication, presentation and organisational skills
- Strong initiative, integrity and good judgment
- Fluent verbal English, fluent written English, fluent verbal Arabic a plus
- Ability to handle multiple tasks simultaneously

Responsibilities:

The Director of External Relations is responsible for the following strategic roles:

Promoting the school to existing parents, future parents, partners, local community and future employees.

Liaising with other local schools, agencies, international organizations.

Liaising with local businesses for fundraising, in conjunction with the Director of Development.

Overseeing the strategy for the involvement of staff and students in the school's 'outreach' programmes: Trips and Expeditions, CAS, Charity, El Hassan Youth Award (HYA), Round Square.

The Director of External Relations is responsible for managing and overseeing day-to-day implementation and support of policy and procedures in the following areas:

External 'Outreach'

- Lead and coordinate all procedures and processes related to school trips and expeditions in conjunction with Heads of School and Director of CAS
- Oversight of all CAS activities within the school
- Coordinate all procedures for the School's involvement with the Round Square Organisation
- Oversight of all Charity work, procedures and donations within the school in liaison with Director of CAS and the Charity Committee
- Responsibility for all arrangements with the PTA, including charring meetings
- Oversight and development of all connections with the alumni (old Baccalaureans)
- Coordinating arrangements for all visits to the school

Marketing and PR

- Lead and coordinate all procedures and processes related to Marketing, Fundraising and PR in the school in liaison with the Director of Development and Principal
- Coordinate with the Director of Development all school publications and materials
- Development, coordination and lead for regularly updating the website with school news
- Promote the school to different audiences and raise the profile in the local and international communities

Human Resources

- Coordinate recruitment of all new school staff, Academic under the Principal and Support under Director of Administration, with the HR Officers
- Produce all recruitment materials and documents
- Lead, plan and organise all arrangements for new staff orientation
- Manage all arrangements for staff involved in the community side of the school

Community Programmes

- Develop and coordinate community programme procedures and requirements e.g. booking of sports fields, theatre, facilities and equipments usage
- Coordinate logistical support for community and internal programmes, e.g. set up and break down for events
- Incorporate community programme budget requirements into overall school budget

Admissions

- Oversight and line management of all Admissions and Registration procedures
- Devise and produce attractive recruitment information to attract new students, particularly for the international section
- Develop school policies on admissions and appeals

Such other duties and responsibilities as may be assigned by the Principal in accordance with the terms of the contract and the Conditions of Service.

Reporting Relationship:

The Director of External Relations holds primary responsibilities within the school for all external related activities and is a full member of the school Management Team. The Director of External Relations is responsible to the Principal.

The above job description will be reviewed and updated with the successful applicant.