



Queen
Elizabeth's
School

DUBAI SPORTS CITY



CANDIDATE BRIEF FOR THE APPOINTMENT OF

Marketing Officer



Welcome

Thank you for your interest in joining Queen Elizabeth's School, Dubai Sports City. I am delighted you're exploring the possibility of becoming part of our extraordinary journey.

At Queen Elizabeth's Global Schools, we are doing something truly special. We are building an ambitious and inclusive family of schools inspired by the values and heritage of our founding school, Queen Elizabeth's School, Barnet—one of the UK's most academically distinguished institutions. But while our standards are world-class, our mission is deeply human: to nurture Confident, Able, and Responsible young people, who are ready to shape the world with both intellect and integrity.

We are unapologetically aspirational for every child and every colleague. That means we expect the best—but we also give our best. As part of our team, you'll find yourself surrounded by high-performing, like-minded professionals who support, challenge, and inspire one another every day. You will be empowered to lead, to grow, and to make a genuine impact.

We are proud of the diverse and inclusive communities we are cultivating across our schools, and safeguarding is central to all that we do. This is a place where every individual—regardless of background—is seen, heard, and valued.

If you believe in the power of education to transform lives, and if you are excited by the idea of helping shape something exceptional from the ground up, we warmly invite you to take the next step with us.



Caroline Pendleton-Nash
CEO



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The School

At Queen Elizabeth's School, Dubai Sports City, we proudly extend the distinguished legacy of Queen Elizabeth's School, Barnet — one of the United Kingdom's most celebrated academic institutions. Founded on centuries of tradition and intellectual rigour, our branch schools uphold an uncompromising commitment to academic excellence, character formation, and cultural enrichment.

Our vision is to cultivate dynamic, world-class learning environments where the next generation of confident, able and responsible young people are shaped. We challenge our students to think independently, lead with purpose, and embrace a global perspective — all within a community that values tradition, discipline, and innovation.

By blending the timeless values of our founding school with the opportunities of a rapidly evolving world, we ignite curiosity, inspire ambition, and prepare our students to make meaningful contributions to society — as scholars, leaders, and changemakers.





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The Opportunity

We are seeking a proactive, creative, and highly organised Marketing Officer to support the delivery of impactful marketing, communications, and branding initiatives at Queen Elizabeth's School, Dubai Sports City.

This is an exciting opportunity to contribute to the growth and visibility of a school that represents the highest standards of British international education. Working closely with the Marketing Manager, you will play a key role in executing campaigns, managing digital and social media platforms, supporting admissions efforts, and coordinating promotional events that showcase the school's excellence, values, and vibrant community.

As a valued member of the team, you will help ensure the school's brand is represented with distinction across all channels and that prospective and current families remain highly engaged and informed.

Your work will directly support the mission of Queen Elizabeth's Global Schools, upholding the legacy of our founding institution, Queen Elizabeth's School, Barnet, renowned for its academic achievement, integrity, and innovation.

If you are a detail-driven, collaborative communicator with a flair for creative storytelling and digital engagement, we would be delighted to hear from you.

The Role

Job Title: **Marketing Officer**
Reporting to: **Marketing Manager**

Marketing Campaign Support

- Assist in the planning and execution of high-impact marketing campaigns designed to elevate the school's brand and drive qualified enrolment enquiries.
- Work collaboratively with the Marketing Manager to coordinate seasonal campaign rollouts across print, digital, and outdoor media platforms.
- Monitor campaign performance, track key metrics, and prepare reports to support data-driven decision-making.

Content Creation and Brand Storytelling

- Support the development of compelling content for digital and print platforms including newsletters, brochures, flyers, press releases, and advertising materials.
- Coordinate with photographers, videographers, and designers to produce high-quality creative assets that reflect the school's ethos and excellence.
- Draft and schedule engaging, on-brand content for social media channels, aligned with the school calendar and strategic priorities.

Digital Media and Website Management

- Maintain and regularly update the school's website with news, academic highlights, student achievements, and event updates.
- Contribute to the school's SEO and digital advertising efforts through keyword research, analytics tracking, and ongoing optimisation.
- Liaise with external digital marketing agencies, where applicable, to monitor performance and ensure alignment with brand goals.

Event Coordination and Promotional Support

- Assist in the planning and delivery of signature events including Open Days, parent tours, community events, exhibitions, and performances.
- Prepare and manage event-specific promotional materials, signage, and branded collateral to ensure a professional and cohesive brand presence.
- Provide on-site support during events, contributing to the smooth running and overall experience for prospective and current families.



Internal and External Communications

- Draft engaging and professional communications for various stakeholder groups including prospective parents, current families, staff, and partners.
- Ensure all written content is aligned with the school's tone of voice, values, and brand identity.
- Support media relations by coordinating with local press, education publications, and advertising outlets to enhance the school's visibility.

Brand Implementation and Asset Management

- Uphold the consistent application of brand guidelines across all school communications and visual materials.
- Review internal departmental materials to ensure brand alignment and advise on improvements where necessary.
- Organise and maintain an archive of marketing collateral, imagery, and digital content assets for future use and reference.

Market Research and Insights

- Conduct competitor benchmarking and collect insights into trends in the local and international premium education sector.
- Prepare regular reports to inform marketing strategies, support enrolment positioning, and identify emerging opportunities for outreach.

The Person

Qualifications and Experience

- Bachelor's degree in Marketing, Mass Communication, Business Administration, or related field.
- 2–4 years of marketing experience, preferably in education, luxury brands, or service sectors.
- Proven experience in managing social media and digital marketing platforms.
- Proficiency in Microsoft Office and basic graphic design tools (e.g., Canva, Adobe Suite).
- Strong understanding of marketing principles, including digital marketing, branding, and content creation.
- Creative mindset with an eye for design and storytelling.
- Proficiency in marketing tools and platforms, including social media management tools, email marketing software, and website content management systems (e.g., WordPress).
- Videography and Photography Qualifications and/or experience is highly desirable.

Personal Qualities

- Outstanding communication and interpersonal skills.
- Highly organised with attention to detail and follow-through.
- Empathetic, warm, and approachable while maintaining professionalism.
- Discreet, diplomatic, and able to handle confidential matters sensitively.



The Package

We believe that outstanding staff deserve outstanding support. Our compensation and benefits package reflect our deep commitment to attracting and retaining exceptional colleagues who share our ambition and values. Subject to individual status, our package includes:

Salary We offer a generous salary aligned to our internal salary scale, which is based on qualifications and experience. This scale is reviewed annually by the Governing Body to ensure it remains competitive with leading international schools. The salary reflects our expectation that staff contribute fully to the co-curricular, pastoral, and house life of the school. A strong commitment to holistic education is at the heart of our professional culture.

Medical Insurance Comprehensive medical insurance is provided for the employee and dependents (where applicable).

Annual Airfare Annual return airfare is provided for employees.

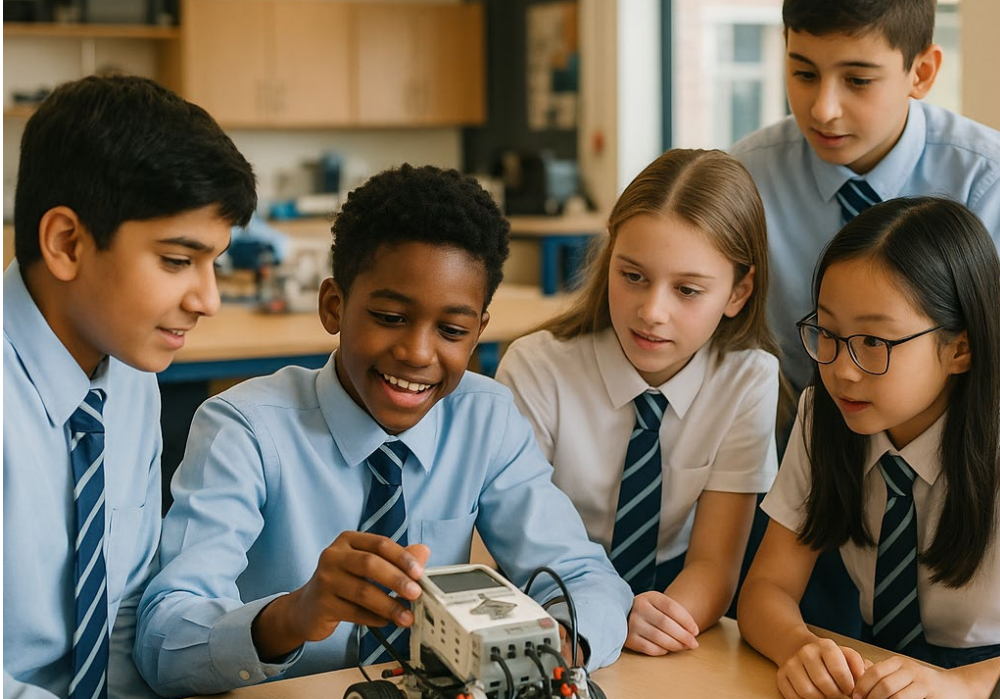
Gratuity End-of-service gratuity provided in accordance with local Labour Law.

Professional Development A dedicated Professional Development Fund is available to support continuous growth through courses, certifications, or attendance at leading educational conferences.

Discretionary End-of-Contract Bonus A discretionary bonus may be awarded upon completion of the contract, in recognition of performance and contribution to school life.

Wellbeing & Staff Culture A calendar of staff wellbeing and enrichment activities, focused on balance and connection. A supportive, inclusive environment where all colleagues are valued, inspired, and empowered.





The Process

Applications should be submitted electronically via the TES platform. Please ensure that all required documents are uploaded as part of your application.

Shortlisted candidates will be invited to a two-stage interview process:

First stage: Panel interview with school leadership team.

Second stage: As part of the final stage, candidates will be asked to present their vision for delivering outstanding Marketing & Branding Services to nurture Confident, Able, and Responsible young people, in alignment with the mission of Queen Elizabeth's Global Schools.

Queen Elizabeth's Global Schools are an equal opportunities employer and is deeply committed to safeguarding our students, ensuring their safety and wellbeing. We expect all staff and members of our community to share this commitment and to promptly report any concerns about a student's or community member's safety or wellbeing. Applicants must be willing to undergo rigorous child protection screening, including checks with past employers and providing Police Clearance Certificates from all countries that the applicant has resided in.

Opening and operations are subject to the completion of the building and final approval from KHDA.



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