

Human Resources Department Job Vacancy Announcement

Job Title: Marketing & Public Relations (PR) Coordinator

Reports to: School Principal

Job Status: Full Time Job

Job Purpose

The Marketing & PR Coordinator plays a pivotal role in supporting HIS and the School Principal by strengthening the school's marketing and public relations functions. The Marketing & PR Office oversees the Admissions Office.

This position is responsible for executing strategies to enhance the school's visibility, reputation, and enrollment efforts. The role involves supporting student and family recruitment, outreach activities, and the development and implementation of admissions policies and procedures.

A key aspect of the position is to coordinate the design and execution of media strategies, nurture stakeholder relationships, and identify opportunities to boost external engagement. Additionally, the Marketing & PR Coordinator is expected to develop effective processes and protocols that positively influence student enrollment, school culture, and community engagement, while building strong relationships with current families and the wider public.

Key Responsibilities:

1. Actively contribute as a member of a collaborative team.
2. Provide administrative support to the school leadership team within the scope of the role.
3. Coordinate with the School Principal and team members to update information and prepare accurate communications and materials.
4. Work closely with faculty and staff on relevant marketing and PR initiatives.
5. Make sound decisions and take appropriate actions within established guidelines.
6. Execute assigned tasks efficiently and independently.
7. Commit to continuous professional development and growth.
8. Create and edit a variety of materials (e.g., reports, promotional content, event coverage) to document and communicate school activities.
9. Propose and implement policies, procedures, and processes relevant to the Marketing & PR Office.
10. Adhere to the school's policies and procedures.
11. Participate in meetings, workshops, and seminars to gather and share information relevant to the role.



Qualifications

- **Degree:** Degree in Management & Leadership or Business Management or Public relations
- **Years of experience:** From 2 to 5
- **Languages:** English- Arabic

Preferred Qualification:

- Aligned to the Mission, Vision and Values of the School
- Organized, efficient and clear
- Open-minded with high levels of awareness to inter and intracultural matters with well-developed interpersonal skills
- Approachable and calm with a well-developed sense of humor
- Innovative, flexible and technologically adaptable
- Confident and visible as a communicator and influencer with positive attitude
- Advanced organizational skills
- Capacity to work collaboratively as the member of a team
- Keen eye for details
- A high level of commitment to customer service
- Patience and perseverance

This job might require travelling

Requirements

- CV
- Copy of the earned Degree
- Three reference letters

Job Info

- **Working place:** Al-Hayat International School (HIS)- Aramoun - Lebanon
- **Working days:** Weekdays (from Monday to Friday)
- **Other benefits:** Transportation Allowance and Social Security