

Higher Education Marketing and Communication Manager

About RIT Dubai

RIT Dubai is a not-for-profit university located in Dubai, United Arab Emirates (UAE) and is affiliated with the Rochester Institute of Technology in Rochester, NY, USA. The university is fully accredited by the UAE Ministry of Higher Education and Scientific Research and is licensed in Dubai by the Knowledge and Human Development Authority (KHDA). Individual degree programs may also carry professional accreditations, such as the Association to Advance Collegiate Schools of Business (AACSB) for our business programs. RIT Dubai was established in 2008 to provide world-class educational programs in the UAE for students and professionals from across the globe. The vision of RIT Dubai is to be the premier provider of career-focused, technologically advanced education in the Middle East. RIT Dubai students are part of a new and exciting learning environment, one that is dedicated to the development of students' competencies in engineering, business, information technology, service leadership, innovation, and entrepreneurship.

The Position

This role is an excellent opportunity for a well-rounded higher education marketing and communications professional who loves working in an entrepreneurial set up. It encompasses all aspects of developing, implementing and monitoring the Marketing, and PR activities at RIT Dubai, including digital and social media.

You will report directly to the President of RIT Dubai the key responsibilities encompass developing, implementing, and monitoring the marketing strategy for the overall and for each programme category individually. You will bring a broad range of marketing and communications related experiences to the table and will be comfortable working strategically as in making the strategy happen operationally. Technical knowledge, a self-starter attitude, excellent conceptual skills, the ability to manage across the matrix, and always striving for excellence are indispensable for this role.

Main Responsibilities

Digital & Social Advertising

- Development of digital marketing strategies to support enrollment
- Experience with Google AdWords, Facebook, LinkedIn & YouTube advertising is required
- Monitor & supervise effective SEO/SEM campaigns to drive traffic to RIT Dubai website
- Social media strategy implementation & content production to develop Social Media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)

Website Management

- Maintenance & content management of the RIT Dubai website
- Collaborate with internal teams to create landing pages and optimize user experience
- Monitor Inquires & Applications to improve performance
- Google Analytics experience required

Traditional Advertising

- Advertisement and creation of marketing campaigns & marketing strategies to drive enrollment & build awareness of the RIT Dubai brand
- Oversees creation of multichannel marketing assets and collateral including, but not limited to: videos, digital content, brochures, e-mail or direct mail & posters. (Content, design & production)
- Development & production of all promotional gifts for the internal & external audience
- Management & development of the Photo & Video archive of RIT Dubai
- Placement & Production of Radio advertisements
- Strategic placement of Print Ads in specialist publications
- Booking all Recruitment Fairs & Branding & development (including stand design & production)

PR Initiatives

- Developed media relationships with local press in the education sector
- Monitor Media activities online & offline
- Ensured RIT Dubai is up to date with new education trends
- Publish Faculty news stories & important University Events
- Media liaison and writing skills in varied press and media formats: releases, articles, opinion pieces, blogs, tweets, posts etc
- A good understanding of and experience in producing content for the Higher Education sector

Internal Marketing & Communication

- Make sure that all assets are compliant with University rules, regulations legal requirements. Uphold brand, design standards and trademarked assets.
- Internal communications & internal marketing implementation to create consistent brand identification
- Involve Faculty & management in marketing operations
- Coordination between Faculty/Staff – Work as an information bank
- Promotion of RIT NY Events, achievements and News stories to the local audience in order to increase awareness

Research

- Evaluating research, market conditions and competitor data to use marketing strategies that produce results
- Researching competitors marketing & advertising strategies
- Evaluation of marketing activities of other UAE Universities

Events

- Events promotion & streamlining for Student, recruitment & faculty events
- Support internal & external Events with branding
- Supplier management
- Evaluating quotes from Suppliers in order to create long term relationships with suppliers and minimize cost.
- New local suppliers selected for printing, gifts & design.
- Budget Management
- Oversees the marketing budget, including budget planning and reconciliation

Budget Management

- Develop, manage & evaluate marketing budget independently
- Support Admission with recruitment activities
- Coordinate with Enrollment department

Technical skills required:

- Experience with Drupal & WordPress
- Experience with Google Ad Words, Social Media advertising
- Experience with Google Analytics
- Experience with Adobe design tools of advantage

What we expect from you:

- Demonstrated management skills in team-building, strategic planning, goal setting and financial management.
- A personal style that is professional, personable, and approachable.
- Ability to display an openness to risk, change, and criticism; a high degree of self-confidence and the ability to face challenges calmly;
- Proven ability to build relationships with members of all constituencies, including faculty and community partners.
- Excellent judgment, level-headedness, personal warmth, a can-do attitude, and resilience even in the face of criticism.
- The highest integrity and uncompromising standards of excellence.
- Cultural sensitivity and the ability to work within a diverse community. A commitment to the promotion of a campus culture that respects individuals and personal accountability
- Demonstrated ability of written and verbal communication through reports, presentations, and publications.

Minimum Qualifications for the Position

Bachelor's Degree in Marketing, Media, Higher Education or Journalism and 4 years of relevant work experience in a higher education environment.

Preferred Qualifications

- Master's Degree in Higher Education, Marketing, Media or Journalism.
- Arabic & English

Application and Nomination

Please email your application to careersdubai@rit.edu. Please submit the following items as part of your application:

- The subject line of the email should include the job posting source, your name and the position you are applying for; eg: RIT Dubai website – Dr. John Smith – Higher Education Marketing & Communications coordinator or curriculum vitae
- Contact information
- A cover letter detailing your technical/professional, teaching, and scholarship qualifications and achievements, and how these address the required and preferred qualifications for the position.
- Names, addresses and phone numbers of three references

A review of applications will commence immediately and continue until a candidate is found. Only shortlisted candidates will be contacted.

Important Note: RIT Dubai FZE is an independent, legal entity operating in the Dubai Silicon Oasis Free Zone in the Emirate of Dubai, in the United Arab Emirates. Applicants for this position must be willing to relocate to Dubai. The incumbent will be an employee of RIT Dubai and, therefore, subject to the laws and regulations established by the Emirate of Dubai and the United Arab Emirates, as well as the policies and procedures of RIT Dubai.