

Role Profile

Role	Media Design & Events Coordinator	School	Oryx International School
Line Management	NA	Reporting To	Head of Marketing & Admissions
Internal and External Interactions	Principals, school staff, students, Orbital Education, parents	Hours	40 hours per week

Background of School

Educating nearly 2,000 students, Oryx International School delivers the best of British Education exclusively for the children of employees of Qatar Airways and its approved subsidiaries. Owned by Qatar Airways and managed by Orbital Education, the school provides the highest standard of facilities and the best British International education in a safe, caring and welcoming environment. The school Mission is to deliver an engaging, value rich, broad and balanced 'British International Education Programme' to the children of the employees of Qatar Airways by highly qualified and experienced UK curriculum teachers. The Vision of the school is to ensure that students leave Oryx International School enabled, confident and ready to face the challenges that their next stage of life will bring. Students in their time studying at the school, will have developed effective behaviours that will enable them to thrive and succeed as global citizens of the 21st century, thanks to our school Values and unique approach to education. For more information www.oryxschool.qa

Commitment to Safeguarding: · Oryx International School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The successful candidate will be subject to provide International Child Protection Certificate (ICPC) and home country Police Clearance Certificate.

i) Job Summary and Key Accountabilities

As a Media, Design and Event Coordinator at Oryx International School (OIS), you will work closely with and be under the supervision of the Head of Marketing and Admissions. Your primary responsibility will be to plan, organise, and coordinate various media-related activities and events within the school community. You will collaborate with the Head of Marketing and Admissions to develop and implement media strategies, manage communications, and execute successful school events. This position requires exceptional organisational and communication skills, creativity, a strong understanding of media platforms, event management, and adherence to the school's safeguarding policy.

- Collaborate with the Head of Marketing and Admissions to develop media strategies that enhance the school's visibility and promote its achievements and activities, also promote its achievements and activities while respecting Qatar's cultural sensitivities.
- Coordinate and execute media campaigns across various platforms, including print, digital, and social media, under the guidance and supervision of the Head of Admissions ensuring cultural and contextual appropriateness.
- Manage the school's social media accounts, including print, digital, and social media creating engaging content and ensuring timely updates in coordination with the Head of Admissions while adhering to the school's safeguarding policy ensuring cultural and contextual appropriateness.
- Write and distribute newsletters and other communications materials to keep the school community informed, with the oversight of the Head of Marketing and Admissions, ensuring compliance with the school's safeguarding policy cultural norms in both written and audiovisual content.
- Lead on the coordination and organisation of annual individual/group photos and photos of events for school social media.
- Collaborate with external vendors to coordinate and organise physical spaces, calendars, and lists of students and staff for the efficient and organised execution of annual individual/group photos across various school terms.
- Design and coordinate the production of promotional materials, such as the school Yearbook, Prospectus, curriculum guides, planners', brochures, posters, and videos, to showcase the school's offerings in collaboration with the Head of Marketing and Admissions while adhering to safeguarding requirements and respecting Qatar's cultural sensitivities.
- Organise, coordinate and take photographs and videos of events with assistance from the Customer Experience Representative and upload them to School's social media platforms following approval from the Head of Marketing and Admissions.

- Collaborate with teachers and staff to identify and document noteworthy achievements, events, and student success stories in consultation with the Head of Admissions while maintaining student confidentiality and safeguarding protocols and cultural sensitivities.
- Support the organization of school events, including open days, exhibitions, performances, and ceremonies, under the guidance of the Head of Marketing and Admissions, this includes documenting the events and publishing post-event resolutions through the school's communication channel, ensuring adherence to safeguarding guidelines.
- Ensure proper logistics for events, including venue selection, equipment setup, catering arrangements, and guest management, in coordination with the Head of Marketing and Admissions and relevant members of the School Leadership Team (SLT) while following safeguarding procedures.
- Work closely with internal stakeholders, such as teachers, administrators, and parent groups, to gather input and support for events and media initiatives, under the supervision of the Head of Admissions, with a focus on safeguarding principles and respect for cultural norms.
- Monitor and evaluate the effectiveness of media campaigns and event outcomes, making recommendations for improvements in collaboration with the Head of Marketing and Admissions while considering safeguarding guidelines.
- Stay updated on media trends and technologies, as well as event management best practices, with the guidance and support of the Head of Marketing and Admissions, ensuring compliance with safeguarding regulations. and cultural expectations.
- Create and maintain an internal website containing all marketing-related materials, including certificates, guides, presentations, templates, policies, and other relevant information for staff use. This resource will serve as a central repository for updated and accessible content, supporting the school's communication and marketing efforts.
- Modify and update school planners for all areas of the school, including EYFS, Primary, Secondary, Sixth Form, Academic Staff, and Non-Academic Staff, ensuring they are tailored to each group's specific needs and aligned with the school's branding and communication standards.
- Create, direct, and edit professional videos aimed at supporting recruitment and retention of staff and students, showcasing the school's advantages and benefits. These videos will align with the school's marketing strategies and adhere to safeguarding and cultural sensitivity standards.

ii) General Activities and Requirements

Key Interfaces

- Marketing and Admissions Department
- Internal stakeholders: academic & non-academic
- Third party providers/contractors
- School SLT & Middle Leadership

Knowledge, Experience & Personal Qualifications

- Bachelor's degree in Media studies, Communication, Public Relations, or a related field would be of advantage or a proven experience in media coordination, event management, or related roles.
- Excellent written and verbal communication skills in English, with the ability to adapt content for different platforms and audiences.
- Proficiency in using social media platforms, content management systems, and graphic design software.
- Strong organisational and time management skills, with the ability to multitask and meet deadlines.
- Creativity and the ability to generate innovative ideas for media campaigns and event concepts.
- Strong interpersonal skills and the ability to work collaboratively with diverse stakeholders.
- Knowledge of media regulations and ethical guidelines in Qatar.
- Being able to accommodate some out-of-hours work as required to facilitate school events.
- Previous experience working in schools in Qatar would be advantageous.
- Minimum of five years' experience in a similar or comparable role is required.



Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. The duties outlined above are not intended as a restrictive list and may be extended or altered to include other tasks that are commensurate with the role as directed by the Head of Marketing & Admissions and/or Executive Principal.

iii) Line Manager's signature

Signature: _____

Date: _____

Job Description Acceptance Acknowledgement

I have received a copy of this job description that pertaining to my position.

Position: _____ Date: _____

I have reviewed this job description, understood my duties and my role, and accept that this may change based on the school's operational needs. Any questions about additional duties should be discussed with my line manager or HR.

Employee signature: _____

Date: _____

(Sign over printed name)