



Babui International School

Job Title: Marketing Officer

Introduction: Babui International School is the only **International Baccalaureate (IB)** School in **Old Dhaka-Narayangonj-Demra (DND)**. We are committed to promoting sustainability and delivering high-quality education to Bangladesh's students. We prioritize creating a supportive learning environment and currently looking for enthusiastic individuals to join our team and help nurture students' educational growth.

Position Overview:

Babui International School is seeking a dynamic and results-driven Marketing Officer to join our team. This position offers an exciting opportunity to contribute to the growth and success of our institution while earning compensation for every new admission for one year. The Marketing Officer will be responsible for developing and executing marketing strategies to attract new students and promote the school's brand.

Key Responsibilities:

- Create and implement comprehensive marketing plans to attract prospective students and their families to Babui International School.
- Identify and target potential students and families through various channels, including online and offline advertising, social media, and partnerships.
- Develop and manage marketing materials, such as brochures, flyers, and digital content, to showcase the school's facilities, programs, and achievements.
- Assist prospective students and their families through the admissions process, providing information and guidance to facilitate enrollment.
- Plan and execute promotional events, open houses, and school fairs to engage with the local community and showcase the school's offerings.
- Manage the school's online presence, including the website and social media profiles, to attract and engage with potential students.
- Conduct market research to identify trends, competitor offerings, and opportunities for the school to stand out in the education sector.
- Monitor and analyze the effectiveness of marketing campaigns and adjust strategies as needed to achieve admission targets.
- Establish strong communication with parents, guardians, and prospective students to address their inquiries and provide information about the school.
- Convert leads into admissions by building relationships and presenting the school's unique value proposition.

Qualifications:

- Bachelor's degree in Marketing, Business, or a related field.
- Medical/Pharmaceutical sales representatives will get preference.
- Proven experience in marketing, preferably in the education sector.
- Strong communication and interpersonal skills.
- Proficiency in digital marketing and social media platforms.
- Ability to work independently and as part of a team.
- A results-driven mindset and a passion for meeting and exceeding admission goals.
- Knowledge of the local education market and community is a plus.



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Compensation & Other Benefits: - The Marketing Officer at Babui International School will receive a competitive base salary and, in addition, will be eligible for commission-based compensation for every new admission generated through their efforts for one year.

- Performance bonus and Profit share as per the institute policy.
- Salary Review: Yearly
- Festival Bonus: 2
- Contributory Provident Fund.

How to Apply:

Interested candidates should submit their resume and a cover letter detailing their relevant qualifications and experiences to hr@babuischool.org with the subject line " **Marketing Officer - [Your Name]**." The deadline for applications is **30th November 2023**.

Babui International School is an equal-opportunity employer and welcomes candidates from all backgrounds to apply.

