



Queen
Elizabeth's
Global Schools



CANDIDATE BRIEF FOR THE APPOINTMENT OF

Group Head of Marketing

Based in Dubai, UAE.



Welcome

Thank you for your interest in joining Queen Elizabeth's Global Schools. 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
*Chief Executive Officer,
Queen Elizabeth's Global Schools*



The School

At Queen Elizabeth's Global Schools, 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.





The Opportunity

We are seeking an exceptional Group Head of Marketing to lead the global brand and marketing strategy for Queen Elizabeth's Global Schools. This is a unique opportunity to shape a world-class marketing function from inception, amplifying the voice of a prestigious British international school group with a heritage of academic excellence.

The ideal candidate will be a strategic and visionary marketing leader with a deep understanding of premium or luxury brand positioning—ideally within the education or service sector. You will bring a track record of building brand equity, driving enrolment growth, and executing high-impact campaigns across international markets.

As a key member of the founding executive team, you will define and implement a marketing strategy that reflects our values, resonates with discerning families globally, and supports our ambition to be the school of choice in each region we serve. You will oversee the development of a consistent, elevated brand identity and ensure it is flawlessly executed across all touchpoints—from digital platforms to on-the-ground activations.

If you are a bold thinker with a passion for storytelling, data-driven decision-making, and building globally recognised brands, we would be delighted to hear from you.

The Role

Job Title: **Group Head of Marketing**
Reporting to: **Global Director of Operations**

Strategic Marketing Leadership

- Develop and execute a global marketing strategy to strengthen the group's position as a leader in premium British education.
- Align marketing initiatives with business objectives, ensuring brand consistency across all markets.
- Monitor industry trends and competitor activity to refine positioning and messaging.

Brand Management & Reputation

- Oversee the group's brand identity, ensuring a premium and cohesive image across all touchpoints.
- Lead PR and communications strategies to enhance visibility and reputation.
- Manage crisis communications and protect brand integrity.

Digital & Performance Marketing

- Drive digital marketing strategies, including SEO, PPC, social media, and content marketing, to maximise engagement and conversions.
- Optimise the admissions funnel through data-driven campaigns and CRM strategies.
- Oversee website development, UX, and digital assets to ensure a premium user experience.

Social Media Management

- Develop and implement a comprehensive social media strategy to enhance engagement and brand loyalty.
- Oversee content creation, community management, and influencer partnerships.
- Monitor social media trends and analytics to optimise performance.



Trend Research & Brand Insights

- Conduct market research and trend analysis to identify opportunities for innovation.
- Leverage data and consumer insights to inform marketing strategies.
- Stay ahead of industry developments to maintain competitive advantage.

Creative Oversight & Coordination

- Lead the creative direction of all marketing materials, ensuring alignment with brand guidelines.
- Collaborate with internal and external creative teams to produce high-quality content.
- Oversee the production of multimedia assets, including videos, graphics, and print materials.

Campaign Strategy & Execution

- Plan and execute integrated marketing campaigns across multiple channels.
- Coordinate with cross-functional teams to ensure seamless campaign delivery.
- Measure and report on campaign performance, making data-driven adjustments as needed.

Student Recruitment & Admissions Marketing

- Develop and implement high-impact enrolment campaigns to attract prospective families.
- Work closely with admissions teams to ensure seamless lead nurturing and conversion.
- Conduct market research to identify new opportunities for growth.

Stakeholder & Community Engagement

- Build strong relationships with parents, alumni, and corporate partners through targeted engagement initiatives.
- Oversee events, sponsorships, and partnerships that enhance the group's prestige.
- Collaborate with school leadership to align marketing with academic excellence and student achievements.

Team & Budget Management

- Lead and mentor a high-performing marketing team across multiple regions.
- Manage budgets, agencies, and vendors to ensure cost-effective and high-ROI campaigns.
- Track KPIs and report on marketing performance to senior leadership.

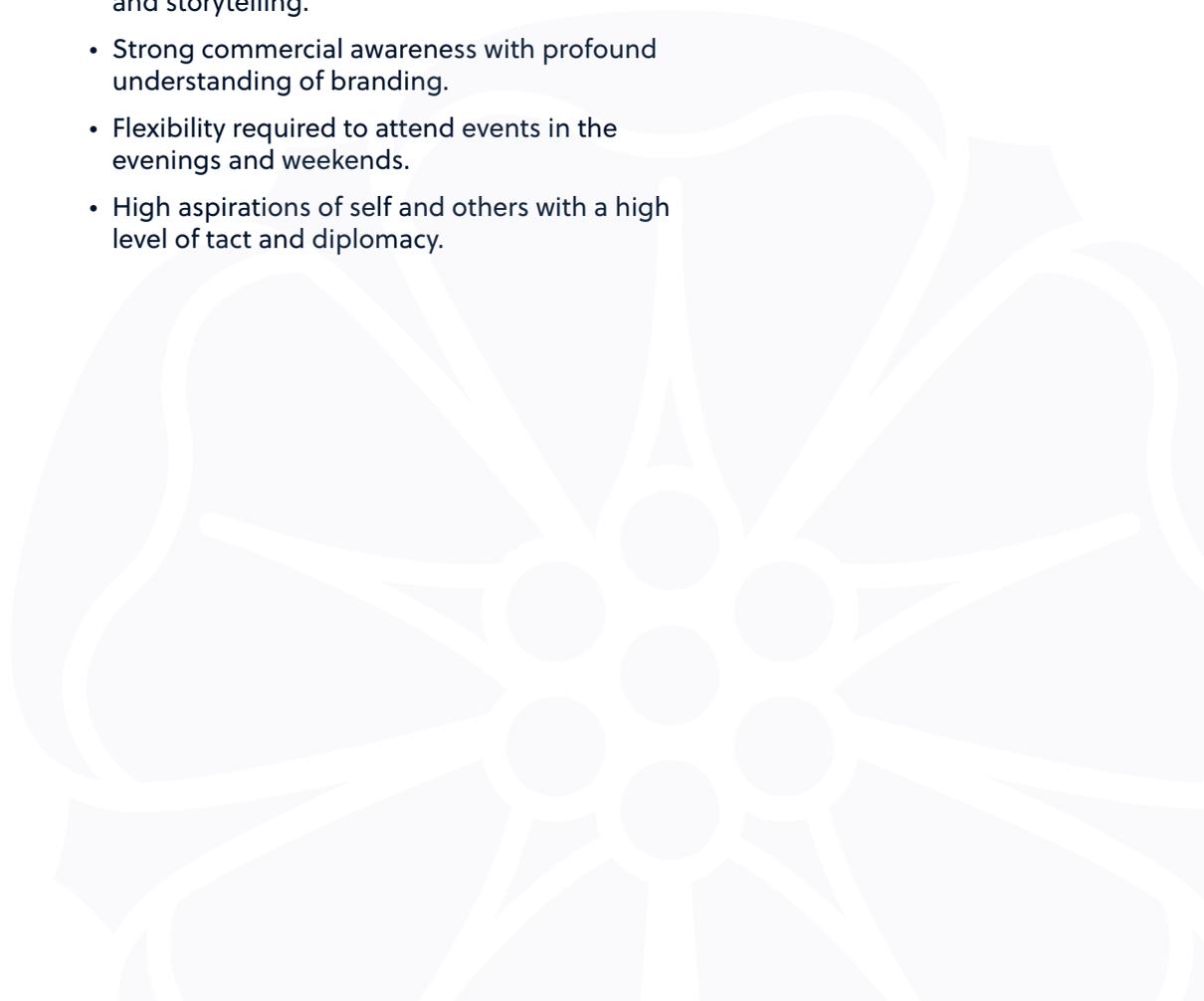
The Person

Qualifications and Experience

- Bachelor's or Master's degree in Marketing, Business, or a related field.
- 10+ years of progressive marketing experience, with at least 5 years in a leadership role (preferably in education, luxury brands, or premium services).
- Proven success in global brand management, digital marketing, and student recruitment.
- Strong understanding of the UAE, India and international education markets.
- Exceptional communication, stakeholder management, and analytical skills.
- Proficiency in marketing tools and platforms, including social media management tools, email marketing software, and website content management systems (e.g., WordPress).

Personal Qualities

- Strong understanding of marketing principles, including digital marketing, branding, and content creation.
- Creative mindset with an eye for design and storytelling.
- Strong commercial awareness with profound understanding of branding.
- Flexibility required to attend events in the evenings and weekends.
- High aspirations of self and others with a high level of tact and diplomacy.



The Package

We believe that outstanding staff deserve outstanding support. Our compensation and benefits package reflects 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, tax-free salary aligned to our internal salary scale, which is based on qualifications and experience. This scale is reviewed annually by the Board to ensure it remains competitive with leading international school groups.

Accommodation A housing allowance is provided to support a high standard of living.

Relocation Support For international hires, flights are covered for the employee. A relocation/shipping allowance is included to ease the transition.

Annual Airfare Annual return airfare is provided for the employee and eligible dependents.

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

School Fee Remission Subsidised education for up to two children attending Queen Elizabeth's School, Dubai Sports City.

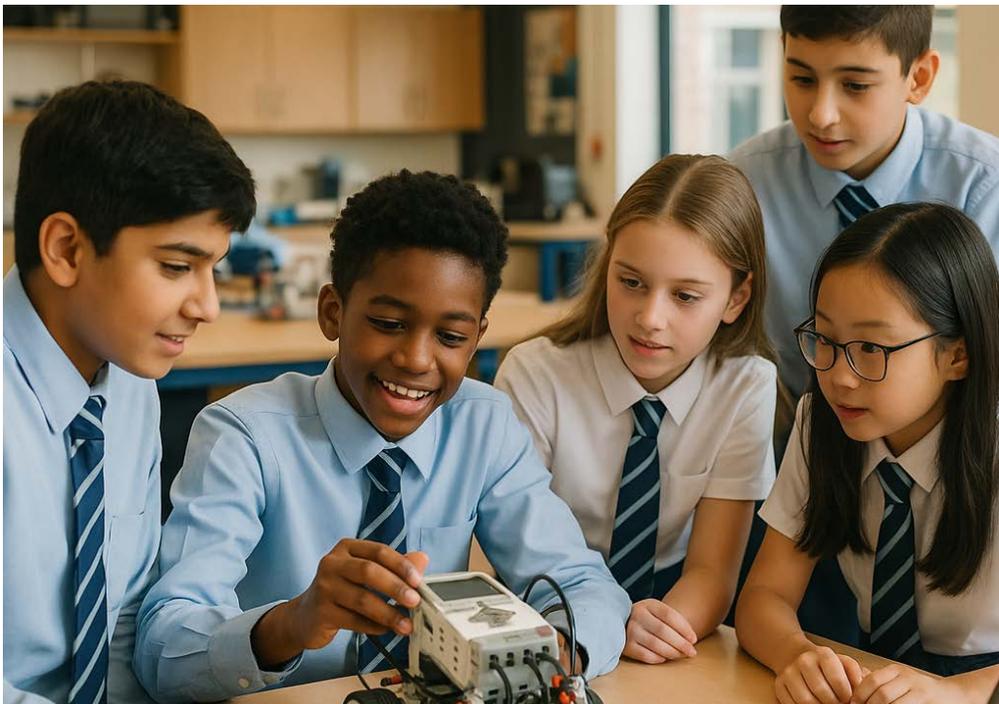
Gratuity End-of-service gratuity provided in accordance with local labour law.

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.

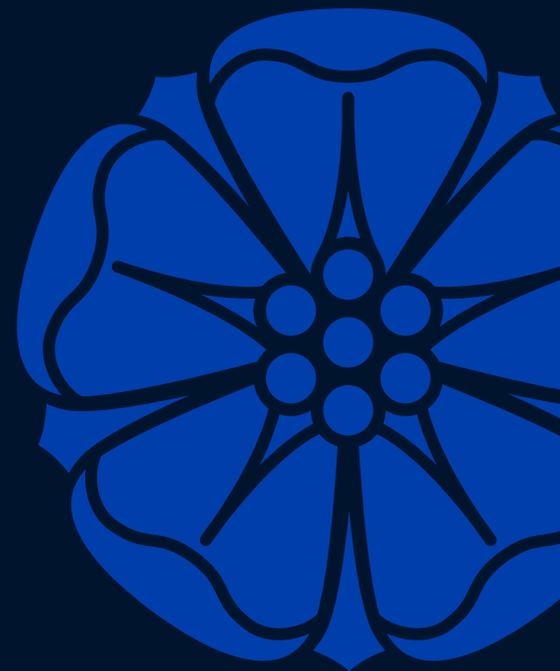
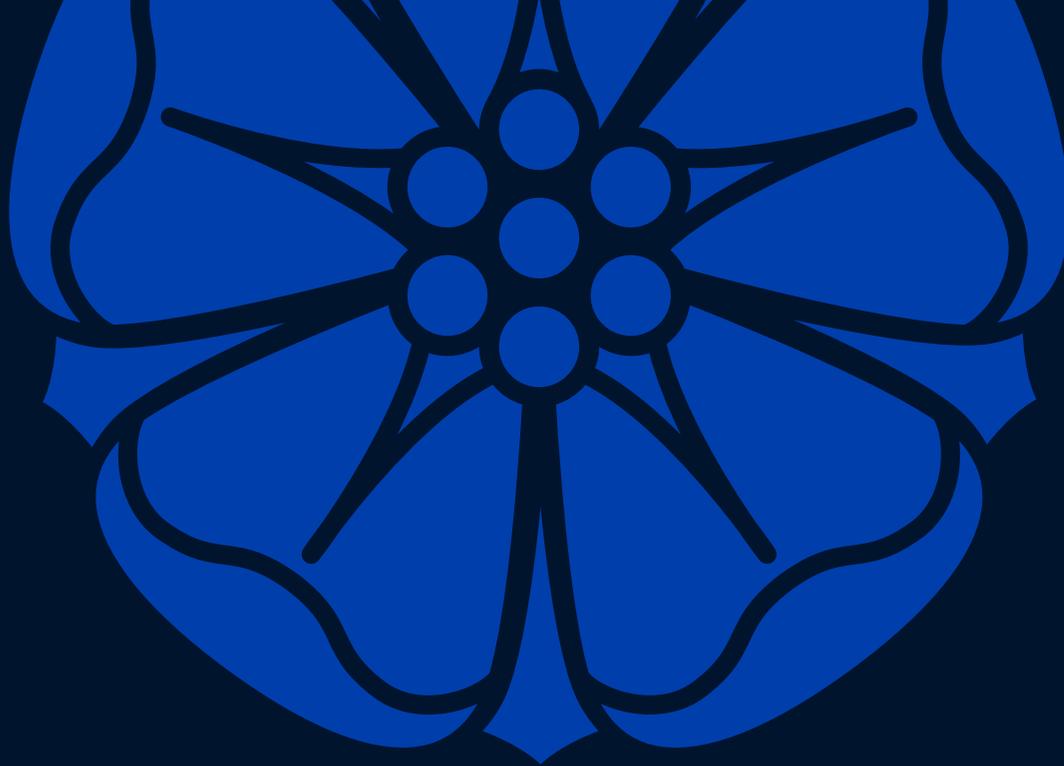
The recruitment process will consist of the following stages:

- First Stage: Panel interview with members of the Queen Elizabeth's Global Schools Operations team.
- Second Stage: Interview with Queen Elizabeth's Global Schools CEO.

Candidates will be asked to present their vision for positioning Queen Elizabeth's Global Schools as the premier choice in a competitive international education market.

Queen Elizabeth's Global Schools are an equal opportunities employer and are 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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*Some images within this document have been generated using Artificial Intelligence (AI).