

## **Position Overview:**

**Job Title:** Head of PR, Marketing and Communications Division

**Location:** European School, 2 I. Skhirtladze Street, Tbilisi

**Working Conditions:** Office-based

**Working Hours:** Monday to Friday, 09:00 AM - 5:00 PM (with a 60-minute break)

**Reports to:** School Director

## **Purpose of the Position:**

To lead and manage the school's public relations, marketing, and communication efforts, ensuring a positive and strategic image for the school, both locally and internationally, while fostering strong relationships within the school community and with external partners.

## **Functions, Duties, and Responsibilities:**

- Direct and oversee the operations of the department and its personnel.
- Develop, implement, and optimize a flexible reporting system to ensure the efficient management of the division.
- Create and execute strategies and reporting systems that facilitate the accurate allocation of responsibilities and monitoring of completed tasks.
- Provide information to prospective students and interested parties about the school's educational programs.
- Prepare and disseminate information about the school's teaching practices.
- Plan and execute events.
- Develop a strategic communication plan, including public relations goals and objectives, and select appropriate strategies.
- Coordinate relationships with all sections of the school community and the broader public.
- Foster and maintain a positive public and international image of the school.

- Establish and maintain strategic communication with relevant organizations and individuals.
- Manage the school's international relations.
- Develop and manage an alumni network to sustain long-term connections with the school.
- Form and manage parents' and teachers' committees/associations, overseeing their activities.
- Plan and execute events to secure grants or scholarships for outstanding students.
- Communicate effectively with the public via social media, prepare informational materials, and ensure timely dissemination of news.
- Prepare presentations about the school and coordinate media interviews when necessary.
- Organize and coordinate internal and international events, PR campaigns, and public appearances to enhance the school's image.
- Develop and manage school advertising materials (brochures, flyers) and coordinate advertising campaigns.
- Conduct surveys, research public opinion, analyze results, and incorporate findings into strategic planning.
- Research and analyze data to identify target audiences and define marketing strategies.
- Identify and establish partnerships with other schools, organizing exchange programs, workshops, and seminars.
- Develop the school's marketing strategy based on statistical analysis and alignment with the school's goals.
- Plan and implement public relations activities in line with the marketing strategy.
- Perform other duties as assigned by the school director and in accordance with the school's legal requirements.

**Skills:**

- Strong interpersonal skills
- Organizational aptitude
- Punctuality
- Attention to detail
- Creativity
- Commitment to self-development

- Stress management
- Time management
- Teamwork ability

**Education:**

Bachelor's degree in marketing, Public Relations, Communications, or a related field (Master's degree preferred).

**Work Experience:**

- A minimum of 5-7 years of experience in PR and marketing.
- At least 3 years of experience in a managerial role.

If you are interested in this opportunity, please submit your resume (CV) to [vacancy@europeanschool.ge](mailto:vacancy@europeanschool.ge). Be sure to include the job title in the subject line of your email; otherwise, your application may not be considered.

By submitting your application, you acknowledge and agree that the company may collect, process, and store the information provided (CV) in accordance with the "Law on Personal Data Protection" for the purpose of conducting necessary employment procedures. Your personal data will be used solely for this purpose and will not be shared with third parties without your consent.