

Brand Marketing Coordinator for Kampala Kindergarten Association

Job Summary:

We are seeking a creative and passionate Brand Marketing Coordinator to join our team at Kampala Kindergarten Association. This role involves creating and executing marketing strategies, managing the brand image, and enhancing the school's visibility to potential families. The ideal candidate should have experience in early childhood education marketing, possess strong communication skills and be dedicated to building a positive and engaging brand identity for our kindergarten.

Key Responsibilities:

1. Brand Development and Management:

- Develop and maintain the kindergarten's brand image, ensuring consistency across all marketing channels.
- Create and execute brand strategies that communicate the values, mission, and vision of the kindergarten.
- Ensure the brand's messaging aligns with the dynamic needs and expectations of both parents and children.

2. Marketing Strategy and Execution:

- Design and implement marketing campaigns to attract new students and engage the local community. Working with the marketing agency to develop online and offline marketing materials, including brochures, social media posts, newsletters, and advertisements.
- Working with the marketing agency to manage digital marketing campaigns (including social media, website content, email marketing) to increase brand awareness and drive enrollment.
- Analyze and report on the effectiveness of marketing efforts and adjust strategies as needed.
- Prepare commissions and tenders and act as a client for external agencies, providing services in relevant areas, e.g. website, School signage, advertising design, communications, research and photography.
- Develop a content calendar that aligns with key enrollment periods and seasonal themes relevant to parents and children.

3. Community Engagement and Outreach:

- Build and nurture relationships with local businesses, schools, and community organizations to increase the school's visibility.
- Coordinate events such as school events, community events, parent and teacher workshops to promote the kindergarten's programs and values.
- Engage with prospective parents via social media platforms and direct communication, providing relevant information about the school.
- Attend appropriate external events and networking opportunities as an ambassador of the School.

4. Collaborate with Staff and Management:

- Work closely with the school leadership and teaching staff to ensure marketing materials reflect the high standards and educational philosophy of the kindergarten.
- Assist in the creation of promotional videos, photo shoots, and other visual assets that showcase the learning environment.
- Design and prepare for Open Days (physical and virtual) in close liaison with the management.

- Organize School photography and videos for use in promotional materials
- Work closely with the school management and Marketing Committee to develop and implement the School's marketing strategy.
- Any other duties which may from time to time, be reasonably assigned by the Management. Where such duties amount to more than a temporary adjustment to the main responsibilities of this job description, it will be amended accordingly.

Qualifications:

- Bachelor's degree or Masters in Marketing, Communications, Business or related field.
- Have a minimum of 3 years marketing experience in a customer focused industry.
- Experience in marketing, preferably in the education or childcare industry.
- Strong knowledge of digital marketing, social media platforms, and email marketing.
- Excellent written and verbal communication skills both face to face and over the telephone.
- Creative, detail-oriented, and able to think outside the box.
- Ability to work independently and manage multiple projects simultaneously executing them with a "go getter" approach.
- A passion for early childhood education and a desire to create a nurturing environment for children and families.
- High standard of literacy including grammar and spelling.

Personality:

- A team player with a positive, cheerful attitude and a willingness to become involved in the life of the School and engage with a wide variety of stakeholders.
- Ability to work on your own initiative and be a team player.
- Effective multi-tasker, able to prioritize work efficiently and effectively.

Preferred Skills:

- Experience with branding and rebranding efforts.
- Knowledge of Search Engine Optimization (SEO), Google Ads, or paid social media advertising(Facebook, Instagram, tiktok etc)
- Graphic design experience or familiarity with design software (e.g. Adobe Creative Suite).
- Strong understanding of the local community and demographic.
- Ability to improve and maintain the kindergarten's website and social media platforms to the existing trends during one's term of office.

Benefits:

- Competitive salary.
- A collaborative and family-oriented work environment.

Kampala Kindergarten Association is committed to fostering a creative, inclusive and educational environment for both children and staff. If you're ready to help us build a strong, lasting brand, we would love to hear from you! Deadline is Tomorrow **Thursday May 22, 2025 by 5:00pm East African Time.**

Address your CV to:

The Headmistress

Kampala Kindergarten Association.

P.O. BOX 2823, Kampala.

TEL: 041342887.

OR

E-mail: kampalakindergarten@yahoo.com, website: www.kampalakindergarten.com