



# HALE

## EDUCATION GROUP

**Position:** Marketing Executive

**Location:** Dubai & Abu Dhabi, UAE  
Taipei, Taiwan  
Beirut, Lebanon  
Singapore

**Reports to:** Managing Director

### *Hale Education Group*

Hale Education Group is a leading independent educational consulting firm, focusing on US university admissions. Our innovative model has evolved from our deep background and broad experience in admissions counseling in the United States. We center our services on providing intensive one-on-one counseling and guidance to students in every aspect of US college admissions, based on the philosophy of finding the right "fit." Hale's mission is to guide and empower students seeking to realize their maximum personal, academic, and professional potential through the pursuit of American higher education.

### **SUMMARY**

We are looking for a Marketing Executive for our Dubai Office, who can help us grow our customer base through a well-developed strategy.

The position description is as follows:

#### **Digital Marketing**

- Build and oversee our digital marketing roadmap: plan digital marketing campaigns, including web, SEO, email, social media, and display advertising
- Manage all digital channels (website, blogs, emails, social media) to ensure brand consistency.
- Maintain and grow marketing databases in partnership with the business development team



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- Measure and report the performance of all campaigns to the Managing Director and CEO, assess against goals (ROIs and KPIs)
- Identify trends and insights, determine budget and optimize spend based on insights (web traffic, etc)
- Design all graphics/animations for digital marketing campaigns/initiatives

### **Content Marketing**

- Oversee development of content marketing materials
- Design content marketing strategies and set short term goals
- Collaborate with counseling team, test preparation team, and business development team to produce high quality content
- Develop editorial calendar, delegate tasks, ensure deadlines are met
- Edit, proofread, improve content
- Manage PR

The ideal candidate should possess the following skills/qualifications:

- Google Analytics
- WordPress
- MailChimp or other direct marketing software
- Familiar with SEO optimization and SEM with proven results
- Familiar with managing paid campaigns across multiple platforms, with proven results
- Proficient in Photoshop or other graphic design software
- Strong writer and editor

### **Application Procedure**

To apply, send an email with subject line "Marketing Executive - Dubai," along with a CV (resume) and cover letter to [hr@haleeducation.com](mailto:hr@haleeducation.com)