École Française Internationale de Djeddah (EFID)
Prince Khalid Ibn Abdullah Ibn Abdulaziz Street
Alearous District, Jeddah 23735 – Saudi Arabia
P.O. Box 9982 – Tel : (+966) 12 511 2200
Email : secretariat@lyceefrancaisdjeddah.com

JOB VACANCY — **URGENT RECRUITMENT**

Business Development and Communications Officer (M/F)

⚑ Urgent recruitment — start date as soon as possible

EMPLOYER	START DATE	CONTRACT
EFID Board of Directors	**As soon as possible**	**Full-time — Local contract**

MESSAGE FROM THE PRESIDENT OF THE BOARD OF DIRECTORS

Dear Sir or Madam,

As President of the Board of Directors of the École Française Internationale de Djeddah (EFID), I am pleased to present an opportunity to join our institution. Accredited by the French Ministry of National Education, affiliated with the Mission laïque française (Mlfmonde), and recognised by the Saudi Ministry of Education, EFID welcomes nearly 1,000 students, from Nursery (Petite Section) to Final Year (Terminale), in a stimulating, multilingual and internationally oriented educational environment.

We are seeking candidates who share our values of excellence, care, openness to the world and approachability, and who wish to join an inspiring and committed educational team. If this opportunity is of interest to you, we would be delighted to meet with you to discuss how you could contribute to our educational project.

Emile Nahat
President of the EFID Board of Directors

ABOUT THE SCHOOL

The École Française Internationale de Djeddah (EFID) offers a complete curriculum from Nursery (Petite Section) to Final Year (Terminale). Accredited by the French Ministry of National Education, affiliated with the Mission laïque française (Mlfmonde) and recognised by the Saudi Ministry of Education, it welcomes nearly 1,000 students in a multilingual, multicultural and internationally-focused environment.

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PURPOSE OF THE POSITION

As part of its development plan, EFID is strengthening its strategy for attracting and recruiting students. The Business Development and Communications Officer carries out two closely integrated and strategically important missions for the school:

- **Business development and student recruitment** — with a strong focus on the Toddler Class (TPS) and Nursery (PS), through an active strategy of outreach to nurseries, kindergartens and early childhood stakeholders in the Djeddah region.
- **Communications, marketing and outreach for the school** — to strengthen EFID's reputation, image and appeal among families, the media and institutional partners.

The post-holder reports directly to the Board of Directors and to School Management. They will be provided with a clear roadmap, quantified objectives (notably TPS/PS enrolments) and significant operational autonomy in the field.

KEY RESPONSIBILITIES

AXIS 1 — BUSINESS DEVELOPMENT AND STUDENT RECRUITMENT

Sales strategy and market intelligence

- Define, in collaboration with the Board of Directors, EFID's annual sales strategy and development plan (enrolment targets, priority segments, acquisition channels).
- Conduct ongoing competitive intelligence on other international schools in Djeddah (offerings, fees, positioning, communications).
- Map out recruitment catchment areas, residential neighbourhoods and target communities (French-speaking, English-speaking, Arabic-speaking, expatriate and Saudi families).
- Identify and qualify referral sources: nurseries, kindergartens, preparatory pre-schools, paediatricians, expatriate communities, businesses, consulates.

Field prospecting and TPS/PS recruitment

- Develop and implement a structured outreach plan to nurseries and kindergartens in Djeddah, with a measurable monthly visit target.
- Approach, schedule meetings with and visit nursery directors, families and local educational partners on site.
- Design, in collaboration with the Board of Directors, the Head of Primary and the kindergarten teaching team, trilingual presentation materials (brochures, videos, kits) in Arabic, English and French.
- Deliver presentations about EFID, in Arabic, English and, where applicable, French, to nurseries, families and at external events.

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- Manage prospect follow-up: initial contact, reminders, organising school visits, providing personalised guidance through to enrolment.
- Achieve the annual student recruitment targets, particularly for TPS and PS, and contribute to overall enrolment growth.

Partnerships and institutional relations

- Build and maintain a network of referral sources: businesses, chambers of commerce, expatriate communities, partner institutions.
- Maintain ongoing relationships with consular services (French Consulate) and local educational institutions.
- Identify strategic partnerships to strengthen EFID's visibility and appeal (businesses, foundations, media).

Sales management and reporting

- Implement a tracking system for prospects, contacts and enrolments.
- Develop and monitor key performance indicators: number of outreach visits, conversion rate, enrolments generated by channel and grade level, acquisition cost.
- Produce monthly reports for the Board of Directors and the School Management (dashboard, key highlights, recommendations).
- Organise targeted recruitment events: dedicated TPS/PS open days, presentations in nurseries, discovery workshops, educational fairs.

AXIS 2 — COMMUNICATIONS, MARKETING AND OUTREACH

Communications strategy and brand image

- Develop and oversee, in collaboration with the Board of Directors and the School Management, the school's annual communications strategy and marketing plan.
- Ensure the consistency of EFID's visual identity and editorial guidelines across all materials.
- Build and bring to life the school's storytelling: values, educational project, testimonials, achievements.

Digital communications

- Manage the school's website: regular updates, content optimisation, basic SEO.
- Manage and grow EFID's presence on social media (Instagram, Facebook, LinkedIn, X, TikTok) with a trilingual editorial calendar.
- Design and distribute newsletters for families, students, alumni and partners.
- Monitor the school's online reputation and manage online reviews.

Content and creative production

- Write editorial content (in Arabic and English at minimum, in French where possible) for all platforms: web, social media, print and press.

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- Provide photo and video coverage of school events and produce engaging multimedia materials.
- Design printed materials: brochures, back-to-school booklets, posters, signage.

Events and media relations

- Organise and showcase EFID events: open days, ceremonies, school celebrations, educational fairs.
- Develop and maintain relationships with local and international media; write press releases.
- Identify and formalise media partnerships.

Mlfmonde network and oversight

- Represent EFID as the communications lead at Mlfmonde network meetings and apply the network's brand guidelines.
- Monitor the marketing and communications budget within the framework set by the Board of Directors.
- Produce regular reports on actions taken and their impact, and provide strategic recommendations.

CANDIDATE PROFILE

Education

- Minimum 2 years of higher education (Bac+2 or equivalent) in business, communications, marketing, engineering with a business focus, political science or a related field.
- Additional training in business development, digital marketing or communications is appreciated.

Experience

- Proven experience of at least 3 to 5 years in a role combining business development AND communications / marketing.
- Experience in the education sector, in an international organisation or in a multicultural environment is a strong asset.
- Knowledge of the educational and family landscape of Djeddah, and more broadly of Saudi Arabia, is highly valued.
- **Valid Saudi Arabian driving licence** (frequent travel required for field prospecting).

Technical skills and tools

- Strong grasp of marketing and communications fundamentals (strategy, action plan, analysis, budget).
- Excellent digital literacy: social media, web, SEO, online reputation.

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- Proficiency in office tools (Word, Excel, PowerPoint) and presentation software (Keynote, Prezi…).
- Website management (WordPress or equivalent).
- Graphic design tools (Canva, Adobe Suite — Photoshop, InDesign, Premiere — or equivalents) appreciated.
- Marketing automation and CRM tools (HubSpot, Salesforce, Mailchimp…) appreciated.
- Sales prospecting, negotiation and public-speaking skills in a multilingual environment.
- Analytical skills; ability to build and interpret dashboards and performance indicators.
- Good understanding of the cultural, media and institutional landscape of the Middle East and Saudi Arabia.

Language skills

- **English and Arabic:** fluency required, both written and spoken. These are the main working languages for field prospecting, digital communications and relations with local families and partners.
- **French:** knowledge of French is a valued asset for communicating with EFID's teaching team and the Mlfmonde network, but is not a mandatory requirement.

Personal qualities

- Excellent writing skills and ability to synthesise information, in several languages.
- Strong interpersonal skills, ease in building relationships and ability to represent the institution externally.
- Creativity, particularly in visual communication and storytelling.
- Rigour, autonomy, organisational skills and ability to prioritise.
- Field-oriented and results-driven: ability to set and meet ambitious commercial targets.
- Proactive, with initiative and intellectual curiosity.
- Adaptability, cross-cultural agility and a team-oriented mindset.
- Discretion, confidentiality and a sense of institutional representation.

TERMS AND CONDITIONS

- **Contract type:** local Saudi law contract — prior possession of a valid IQAMA (or one that can be obtained in the very short term) is required.
- **Working hours:** full-time, with frequent travel within the Djeddah region (field prospecting).
- **Workplace:** EFID, Djeddah, Saudi Arabia, with regular travel to partners and referral sources.
- **Compensation:** according to profile, experience and the school's salary scale; a variable component linked to recruitment targets may be offered.
- **Start date:** as soon as possible — urgent recruitment.

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REQUIRED DOCUMENTS

- Updated curriculum vitae (CV)
- Cover letter
- Completed and signed application form
- Copy of IQAMA and passport

HOW TO APPLY

Please send your complete application file to the following address:

recrutement@lyceefrancaisdjeddah.com

Please indicate the title of the position you are applying for in the subject line.

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