Position: Director of Marketing

Duties and responsibilities include, but are not limited to:

1. Direct, design, implement and facilitate all of the marketing programs initiated by the New York Institute of Technology (NYIT) Bahrain marketing department.
2. Develop, manage and execute marketing strategies, activities and events in cooperation with NYIT campus and program administrators in order to increase the awareness of the institution within Bahrain and throughout the region.
3. Visit feeder schools and other educational institutions to provide information about NYIT, its programs, admission and transfer requirements and enrollment options.
4. Organize and participate in career fairs, university exhibitions, campus open houses, special events and other related marketing activities as required.
5. Plan and administer NYIT's marketing budget.

Education: University degree required. Concentration in Marketing, Business, or Communications preferred.

Experience: 3-5+ years marketing or marketing related experience required. Strong leadership skills; marketing management experience; a proven track record in developing and administering marketing programs.

Required Skills: Must be a self-starter, bilingual (Arabic - English) highly organized with strong interpersonal skills. Familiarity with Microsoft Office applications and other Windows-based computer applications.

Please submit resume, cover letter and salary requirements to: azza.matar@gmail.com