

## CFBT EDUCATION TRUST REGIONAL DIRECTOR - 'INSPIRE, ENGAGE, DEVELOP'

CfBT Education Trust, a large UK based international education charity, is growing its operation in the Gulf Region, a core area for the development of their business.

They are looking to attract a Director for the region with experience in both business and educational fields who can manage and develop the business in the area. A multi-media creative campaign was devised that would deliver the message across a variety of platforms thus ensuring as widespread exposure as possible to the target audience. WDAD created Flash animation (and an iPhone/iPad friendly alternative), a campaign microsite, print adverts for both UK and Gulf printed press, animated MPU for online traffic driving and a bespoke Facebook landing page. The campaign needed to have visibility in the UK and overseas in Arabic speaking areas both in print and online and this has been achieved and has so far generated a large number of quality applicants.

**CFBT Education Trust**

### Inspire, engage, develop

**Regional Director, UAE based**  
c.£90k plus performance bonus and expat benefits

With 40 years' experience of delivering education services worldwide, CFBT is a top 30 UK charity with over 2,500 staff that support educational reform, teach, advise, research and train. We work with Governments and corporate clients, individuals and communities to help learners develop and reach their potential.

Our Gulf Region is a core area for us and this important new role asks you to engage deeply with our existing clients, to develop new business throughout the region, and to lead our very experienced and capable senior management team both strategically and operationally.

We are already a highly regarded provider offering independent consultancy and school improvement services in partnership with several Governments. We want you to take us to a new level. Your success could be used as a blueprint for other regions; so the potential exists for significant career progression.

To succeed you will need outstanding local knowledge and experience of doing business at the highest level. Ideally an Arabic speaker, you will be at home with the local culture and have a firm grasp of both business development and educational challenges.

To learn more and apply, visit [www.regionaldirectorgulf.com/develop](http://www.regionaldirectorgulf.com/develop) or for an informal, confidential conversation call Adam Templeman, International Resourcing Manager, on **0044 (0) 7887 777804**.

Closing date: **Monday 22nd November.**  
**www.cfbt.com**  
Registered Charity: 270901

Print advert

Homepage

About us

The role

The benefits

To apply

### Information

#### Regional Director - Gulf

The Gulf States have always been one of our core areas. That's why we know what a fantastic opportunity there is for growth. We already provide independent consultancy and school improvement services in partnership with several governments and we are now focused on continuing to build CFBT as a successful modern business in the region.

This desire for growth and expansion of our influence has resulted in the creation of this entirely new role. As Regional Director, your priority would be the strategic development of the Trust, growing existing clients and opening new markets.

Leading an experienced management team, you would report in to our International Operations Director based in Reading. Using your relationship building skills you will strengthen reputation and influence. Not only will you shape the direction of our business, but your success here will also influence the shape of our operations in other regions.

As a result, there is the potential for significant career progression within the organisation.

Please click on the link below to watch a video about our work worldwide.

[An Introduction video to our work worldwide.](#)

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Microsite & flash film

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**Inspire, engage, develop**

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To find out more and apply click here.

Social networking

providing education for public benefit worldwide

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## Case Study: CFBT