KUWAIT COLLEGE OF SCIENCE & TECHNOLOGY
كليـــة الكـــويت للعلـــــوم والتكـنولـوجيا
Private University جـامعـــــة خـاصـة

Proposed Job Description

Job title	Coordinator - CICET
Department	CICET
Immediate supervisor	Head of CICET
Working Relationship	➢ Internal: All Departments, Students, Faculty, Management, Marketing Department, IT Department ➢ External: Corporate Clients, Training Providers, Professional Bodies, Media and Creative Agencies, Government Entities, and Industry Partners

OVERVIEW TO THE ROLE:

The Coordinator – CICET supports the day-to-day communications, promotion and program coordination activities of the Center. The role focuses on planning and advising on CICET's social media and digital communications. It also coordinates approved content with the Marketing Department and liaises with departments within and outside KCST. This helps raise the Center's visibility, attract participants and support the smooth delivery of training programs, certifications and events.

The role requires close coordination with internal departments and external stakeholders. The aim is consistent, on-brand communication, accurate program information and a positive experience for participants and partners, in line with institutional objectives and quality standards.

DUTIES AND RESPONSIBILITIES:

Operations & Program Management

- Support the day-to-day administrative operations of CICET.
- Coordinate schedules, venues, logistics and materials for training programs, workshops, seminars and events.
- Handle participant registration, enquiries, attendance records, evaluations and certificate preparation.
- Maintain organized program documentation, records of past and current clients, and project files.
- Maintain the CICET events calendar and keep program information up to date across all channels.
- Prepare activity summaries and input for periodic reports to the Head of CICET.

Business Development & Revenue Generation

- Support the promotion of programs to help meet enrollment and revenue targets.
- Maintain a database of leads, enquiries and corporate contacts, and follow up as directed.
- Provide program information and content input for brochures, course outlines, proposals and presentations prepared with the Marketing Department.
- Track enrollment figures and campaign results, and report on trends.

Marketing & Outreach

- Propose content ideas, campaign themes and a monthly content calendar for CICET programs and events, for approval by the Head of CICET.
- Brief the Marketing Department on approved content, providing accurate program details, key messages and timelines.
- Review drafts prepared by Marketing for accuracy and consistency with the KCST and CICET brand before final sign-off by the Head of CICET.
- Follow up with Marketing to ensure approved content is published on schedule across CICET's social media and website.
- Monitor CICET's social media channels and coordinate timely responses to comments, messages and enquiries.
- Gather information from faculty and departments (expertise, courses, success stories) and pass it to Marketing for the website and social channels.
- Coordinate event coverage (photography, video, live updates) with Marketing.
- Track campaign and social media performance with Marketing, and prepare monthly summaries with recommendations.
- Monitor competitor and market activity to suggest new content ideas and outreach opportunities.

Coordination & Technical Support

- Liaise with academic and administrative departments, instructors, trainers and vendors on program requirements and deliverables.
- Coordinate with the IT Department on website updates, online registration and technical set-up for online, hybrid and onsite sessions.
- Support the use of digital tools and platforms for promotion, registration and participant communication.

Financial & Administrative Support

- Assist with purchase requests, quotations and invoice processing related to CICET activities and marketing.
- Keep accurate records of marketing spend and administrative documentation.

Relationship Management

- Act as a first point of contact for participants and external enquiries.
- Build positive working relationships with departments, partners, trainers and media contacts.
- Ensure high standards of customer service and participant satisfaction.

General Responsibilities

- Perform any other duties assigned by management within the scope of the role.

QUALIFICATIONS EXPERIENCE AND ATTRIBUTES

- Education: Minimum of a bachelor's degree (BA) in a relevant field, such as Marketing, Mass Communication, Media or Business.
- Experience: Minimum 1–3 years of experience in social media, communications, marketing or event/training coordination.
  - Strong written and verbal communication skills in English and Arabic.
  - Good understanding of social media platforms, digital marketing trends and performance analytics.

- Ability to write clear briefs and give constructive feedback on creative work.
- Proficiency in Microsoft Office and digital collaboration tools.
- Strong organizational skills with attention to detail.
- Ability to manage multiple tasks and meet deadlines.
- Ability to work independently and as part of a team.
- Ability to maintain confidentiality and exercise sound judgment.
- Professional appearance and conduct.
- Customer-focused mindset with a creative, proactive approach.

COMPETENCIES

- Planning & Organizing.
- Creative Thinking & Idea Generation.
- Digital & Social Media Literacy.
- Communication & Interpersonal Skills.
- Teamwork & Collaboration.
- Customer Awareness & Service Orientation.
- Initiative & Problem Solving.
- Cultural & Organizational Awareness.
- Attention to Detail.
- Accountability & Professionalism.

Reviewed & Approved By: Name: ..... Signature: ..... Date: .....