



34. Marketing Policy

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Overview

At the British International School of Tunis (BIST), marketing is more than just promoting our name, it's a key driver of our success.

This policy ensures that every marketing effort aligns with our mission to provide a world-class British education, enhances our reputation and attracts both local and international families. A strong marketing strategy will help the school build meaningful connections with prospective pupils, retain current families and continue to grow as a leader in global education.

Why This Policy is Crucial for BIST's Success

This marketing policy is not just a set of guidelines, it's a vital roadmap for ensuring BIST's continued success in a competitive educational landscape. By crafting targeted, consistent and impactful marketing campaigns, we aim to enhance our visibility, attract pupils from diverse backgrounds and further establish ourselves as a top-tier institution in Tunisia and beyond.

A clear, unified approach to marketing is essential for:

- **Attracting the best pupils:** By showcasing our academic excellence, inclusive environment and commitment to personalized learning, we position BIST as the first choice for families seeking an outstanding British education.
- **Building trust with our community:** This policy emphasises the importance of transparency, cultural sensitivity and ethical marketing, which are essential to maintaining the trust of current families, staff and prospective pupils.
- **Sustaining growth and competitiveness:** As a leader in British international education, BIST must continuously evolve and adapt. This policy ensures we stay ahead of educational trends, engage with key stakeholders and optimize our marketing efforts for maximum impact.
- **Reinforce academic excellence and compliance** by showcasing BIST's commitment to the highest British educational standards.
- **Build trust with prospective and current families** by providing transparent, consistent and reliable communications.
- **Differentiate BIST** in a competitive market by highlighting our ISI readiness, our strong safeguarding culture and our holistic approach to pupils development.

By following this Marketing Policy, we ensure that our messaging remains consistent, engaging and true to our core values, reinforcing BIST's position as the school of choice for families seeking a global standard of education.

BIST's Core Marketing Values

- **Academic Excellence:** At the heart of our marketing efforts, we emphasize the quality and global readiness of the British curriculum, highlighting BIST's commitment to academic achievement and preparation for future success.
- **Inclusivity & Diversity:** Our school is a community of pupils from around the world and our marketing celebrates this cultural richness. We aim to foster an environment that welcomes and respects both local and expatriate families.
- **Personalised Learning:** BIST's small class sizes and tailored educational approach allow every student to thrive and this unique offering is central to our marketing strategy.
- **Holistic Education:** We promote not only academics, but also extracurricular activities, personal development and well-being, all of which contribute to evaluation of quality.
- **Transparency & Trust:** Communications will emphasise accuracy, professionalism and accountability, demonstrating to parents and inspectors alike that BIST is a safe, reliable and outstanding educational environment.

Importance of the Marketing Department

- **Building and Maintaining the School's Reputation:** The Marketing Department plays a central role in shaping and maintaining the school's brand and public image. It ensures that the school's educational achievements and community engagement are communicated clearly and positively to prospective pupils, parents, and external partners.
- **Pupils Enrolment and Retention:** Effective marketing strategies are essential for attracting new pupils and ensuring high retention rates. The department is responsible for promoting the school's offerings, such as its curriculum, extracurricular activities and facilities, to reach a wider audience, thus helping to achieve enrolment goals.
- **Strategic Communication:** The Marketing Department ensures that key messages and initiatives from school leadership are communicated effectively to various audiences. This includes regular updates, promotional content and ensuring that any major announcements are shared in a timely manner.
- **Supporting School's Growth and Competitiveness:** In a highly competitive educational market, the Marketing Department's efforts are critical for differentiating the British International School from other institutions. Through targeted campaigns, the department helps the school stand out to potential clients (pupils and parents) in both local and international markets.
- **Community Engagement and Partnerships:** The department plays a key role in fostering relationships with local and international communities. It is responsible for establishing partnerships, sponsorships and promoting the school's social responsibility initiatives. This also involves working closely with alumni, local businesses and education agents to strengthen the school's position in the global educational landscape.
- **Digital Presence and Innovation:** The Marketing Department ensures the school's digital presence is robust, including managing the school website, social media platforms and online content. This modern approach is essential in reaching a wider audience and keeping the school's reputation in line with global educational trends.

Roles and Responsibilities

The Marketing Department is responsible for:

- Developing and implementing marketing strategies and campaigns.
- Conducting market research to understand current trends and demands.
- Creating and maintaining content for print, digital and social media channels.
- Collaborating with academic departments to ensure alignment of marketing materials with the school's mission.
- Organizing events and activities that promote the school's identity and engage the community.
- Monitoring and evaluating the effectiveness of marketing efforts and adjusting strategies accordingly.

Target Audience

Our marketing efforts focus on building relationships with the following key audiences:

- **Pupils:** We highlight BIST's ability to meet the diverse academic and personal needs of pupils from different backgrounds.
- **Corporate and Diplomatic Partners:** Engaging multinational corporations and embassies to attract expatriate families to BIST.
- **Prospective Parents:** Families looking for world-class, accredited British education with strong assurance of quality.
- **Current Parents:** To maintain satisfaction, safety measures and pupils achievements.

Key Objectives

- **Increase Enrolment:** By crafting targeted marketing campaigns, we aim to attract new pupils and increase applications, ensuring BIST remains the school of choice for families in the region.
- **Strengthen Online Presence:** By leveraging the power of digital platforms, we aim to increase our website traffic, social media engagement and visibility in the global education community.
- **Build Strong Stakeholder Relationships:** Engaging with embassies, international organisations and multinational companies will further solidify BIST's standing in the community.
- **Promote Holistic Student Success:** Celebrate and promote the academic and extracurricular achievements of our pupils, showcasing the well-rounded educational experience we offer.
- **Ensure Retention and Satisfaction:** Maintaining strong relationships with current families is as important as attracting new ones. Focusing on regular communication and engagement to ensure satisfaction and retention.

Branding and Communication Guidelines

- **Logo:** The BIST logo is a key visual element representing the school's identity. It must be consistently used across all platforms and materials, ensuring it aligns with the established guidelines for dimensions, colour and placement.
- **Consistency Across All Channels:** Every touchpoint, whether digital, print or in person, should reflect BIST's core values and maintain a consistent brand image.
- **A Professional Yet Approachable Tone:** Our communications will strike the perfect balance between professionalism and warmth, reflecting the high academic standards and the nurturing environment BIST provides.
- **Culturally Sensitive Messaging:** Marketing materials will appeal to both local and international families, ensuring the messaging is appropriate, inclusive and bilingual when necessary.
- **Consistency:** All branding (print, online, PR) must reflect excellence, professionalism and compliance.
- **Professional Yet Warm Tone:** Balance academic rigour with BIST's nurturing ethos.
- **Evidence-Based Messaging:** Highlight measurable outcomes (exam results, pupil achievements).
- **Safeguarding Priority:** Ensure all marketing respects child protection, including no unauthorised pupil images.

Strategic Marketing Approaches

- **Digital Marketing:**
 - Develop a responsive website optimized for search engine performance to enhance visibility and attract prospective families.
 - Use social media platforms (e.g., Facebook, Instagram, LinkedIn) to share academic achievements, student success stories and school events.
 - Employ targeted digital advertising to reach expatriate families and potential pupils.
- **Community Outreach:**
 - Build strong relationships with embassies, multinational companies and local organizations to increase school visibility within expatriate communities.
 - Host open days and school fairs to engage with prospective families.
 - Offer school visits and experience days to allow potential pupils to attend classes and interact with teachers and current pupils.
- **Content Marketing:**
 - Regularly produce engaging content (blogs, videos, infographics) showcasing the advantages of a British education and the school's academic and extracurricular offerings.
 - Highlight success stories from pupils, alumni and parents to build credibility and trust.

- Share real-time updates on social media to keep the community engaged with behind-the-scenes content, such as classroom activities, events and performances.
- **Public Relations & Media:**
 - Collaborate with local and international media to secure positive coverage of the school's academic accomplishments and key events.
 - Issue press releases on school milestones like faculty appointments, awards and student successes.
 - Use media coverage to reinforce BIST's standing as a leader in British international education.

Conclusion: A Roadmap for BIST's Continued Success

This marketing policy is not just about increasing enrollment—it's about building and nurturing lasting relationships with pupils, families, partners and the wider community. By following this policy, we will ensure that every marketing activity contributes directly to BIST's growth, reinforces our values and supports our mission to provide exceptional British education. Ultimately, this policy will help BIST remain a leader in international education, attracting families from across the globe and ensuring that our pupils continue to excel and prepare for a bright future.