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NEW BUSINESS OFFERING LAUNCH

Purpose:

The company launched a new business offering, providing Education resources to the UAE and China. The resources to drive the launch included a suite of printed and online marketing materials to attract teachers interested in travelling abroad to teach and business collateral for business development.

Materials Designed and Produced:

1. Branding and Logo design inline with main brand guidelines
2. Pop-up Stands
3. Website Design, Development and SEO Implementation
4. Digital Marketing Campaigns
5. Brochure targeting teachers wishing to relocate abroad



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Pop-up Stands





Teaching in the UAE

✉ education@e-frontiers.com

🌐 e-frontiers.com



Teaching in the UAE

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🌐 e-frontiers.com



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Website Design and Development

Technologies:

- UX/UI design, wireframes
- Information Architecture
- RWD (responsive web design) responding to display across multiple devices
- Developed using Bootstrap framework. HTML/CSS

Search Engine Optimisation

- Implemented best SEO practices for Titles, Meta description and content optimisation and Google Analytics.
- Implemented Facebook Pixel for measuring campaign performance.



Connecting the highest quality teachers to international schools seeking to be leaders in education

[Search for Teaching Jobs »](#)

Search for Jobs the UAE, China and the UK

[Find Teaching Resources »](#)

Reach out to us for Teaching Resources

Find Jobs in the UAE and China



Abu Dhabi

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Dubai

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China

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What e-Frontiers can do for you

International schools and training institutions need reliable, resilient, trained and passionate educators who assure and further promote long-term success. We know exactly what you and the schools are looking for because our experts have many years of experience in China and the UAE, as former teachers outside and inside of these countries and as recruiters for educational institutions worldwide.

That is why we are not only providing you with teachers, we are connecting you to an environment to give you the structure and opportunity to grow as a person, advance your career in a multitude of ways and meet people from all over the world. We will not simply recruit you but our in-house trainers will make sure that you are ready in the best way possible for your new work and the adventure of your lifetime!

Resources

Living & Working in The UAE

What you should know before you go

There are many great reasons for moving to the UAE. Great job opportunities, an extensive developed expat community and a diverse vibrant culture to name but a few. English is also a common language spoken which makes it easy to integrate into society, enjoying both a rewarding professional and social life.

In this section we give an outline of what to expect and we aim to answer some of the questions often asked about re-locating to the UAE.

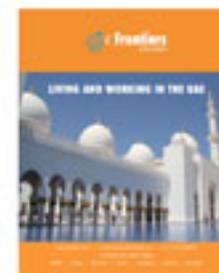
Download our e-book for more detailed information on [Working and Living in the UAE](#).

In providing you with this information we hope we can help you along your journey in making that move.

What's Required Before You Can Work in the UAE?

Before undertaking a move to the UAE it is of utmost importance to have a firm job offer. All the relevant paperwork will be done by your employer so it's important to be presented with a good opportunity as unfortunately some people do encounter difficult scenarios where visa issues delay their initial employment. This is why we only work with some of the finest education partners within the UAE to ensure a painless process for teachers.

Living & Working in The UAE

[Download e-Book](#)

Download our e-Book, in which we aim to answer some of the questions often asked about re-locating to the UAE.

NEW BUSINESS OFFERING LAUNCH

Digital Marketing Campaigns



CAMPAIGN 1: Facebook Sign-up

Campaign Objective:

Increase reach in teachers interested in teaching abroad. Total number required per annum 1,000.

Strategy:

This is a multi-step process. Attract users to register their interest, followed up with personal contact from team members. Users will be invited to provide information for further consideration. Considered users will then be interviewed and they will enter the process period. The campaign will be advertised on Facebook using paid promotion as this is the main channel where teachers are seen.

Audience:

Qualified and newly qualified teachers at all levels from kindergarten to secondary level. Ireland reach only

About this campaign:

- The campaign was promoted on Facebook with two major postings each with a **Call-To-Action** to website articles with info on **Career Break**, and **Living and working in UAE**.
- These articles had a further **Call-To-Action** for users to register their interest and provide contact information
- A **Follow-up email** (mail chimp) sent to all registered users, keeping them informed of the processes to follow. Further tracking of those interested were further followed up with direct messaging.
- All information was collected and stored with the utmost confidentiality and in line with GDPR.

Campaign Success ROI:

Number of forms filled was tracked

This campaign provided 77% of the total pipeline with 60% progressing through this process.

	Form		Follow up Mail Chimp e-mail

CAMPAIGN 2 - Google Ads

Campaign Objective:

Increase awareness of business area and increase interest from teachers interested in working in the UAE.

Target Audience: Ireland, UK qualified teachers

Process:

- Researched Google Ads using Keyword Planner, display search and user keywords.
- Set up New Campaign / 3 Ad Groups
- Created multiple variations of text ads for each Ad Group reflecting keywords of website landing pages

Campaign Success:

Campaign success resulted in high number of website visits and applications. Total ROI was in region of 59% which proved success

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Excellent salary and benefits Teaching in the UAE www.e-frontiers.com Excellent job opportunities for teaching in international schools in UAE</p>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Teach in the UAE 2018 Experienced and graduates www.e-frontiers.com Excellent job opportunities for teaching in international schools in UAE</p>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Teachers Primary-Secondary k-12, Primary, Secondary level www.e-frontiers.com Qualified teachers K12, Primary, Secondary levels and management positions UAE</p>

Keyword ?	Acquisition		
	Clicks ? ↓	Cost ?	CPC ?
	79 % of Total: 100.00% (79)	€60.96 % of Total: 100.00% (€60.96)	€0.77 Avg for View: €0.77 (0.00%)
<input type="checkbox"/> 1. teach in the uae	23 (29.11%)	€21.55 (35.35%)	€0.94
<input type="checkbox"/> 2. teaching opportunities in dubai	23 (29.11%)	€20.98 (34.42%)	€0.91
<input type="checkbox"/> 3. teacher vacancy	20 (25.32%)	€8.15 (13.37%)	€0.41
<input type="checkbox"/> 4. teaching positions in abu dhabi	5 (6.33%)	€4.84 (7.94%)	€0.97
<input type="checkbox"/> 5. qualified teachers abroad	4 (5.06%)	€3.53 (5.79%)	€0.88
<input type="checkbox"/> 6. teach abroad	4 (5.06%)	€1.91 (3.13%)	€0.48

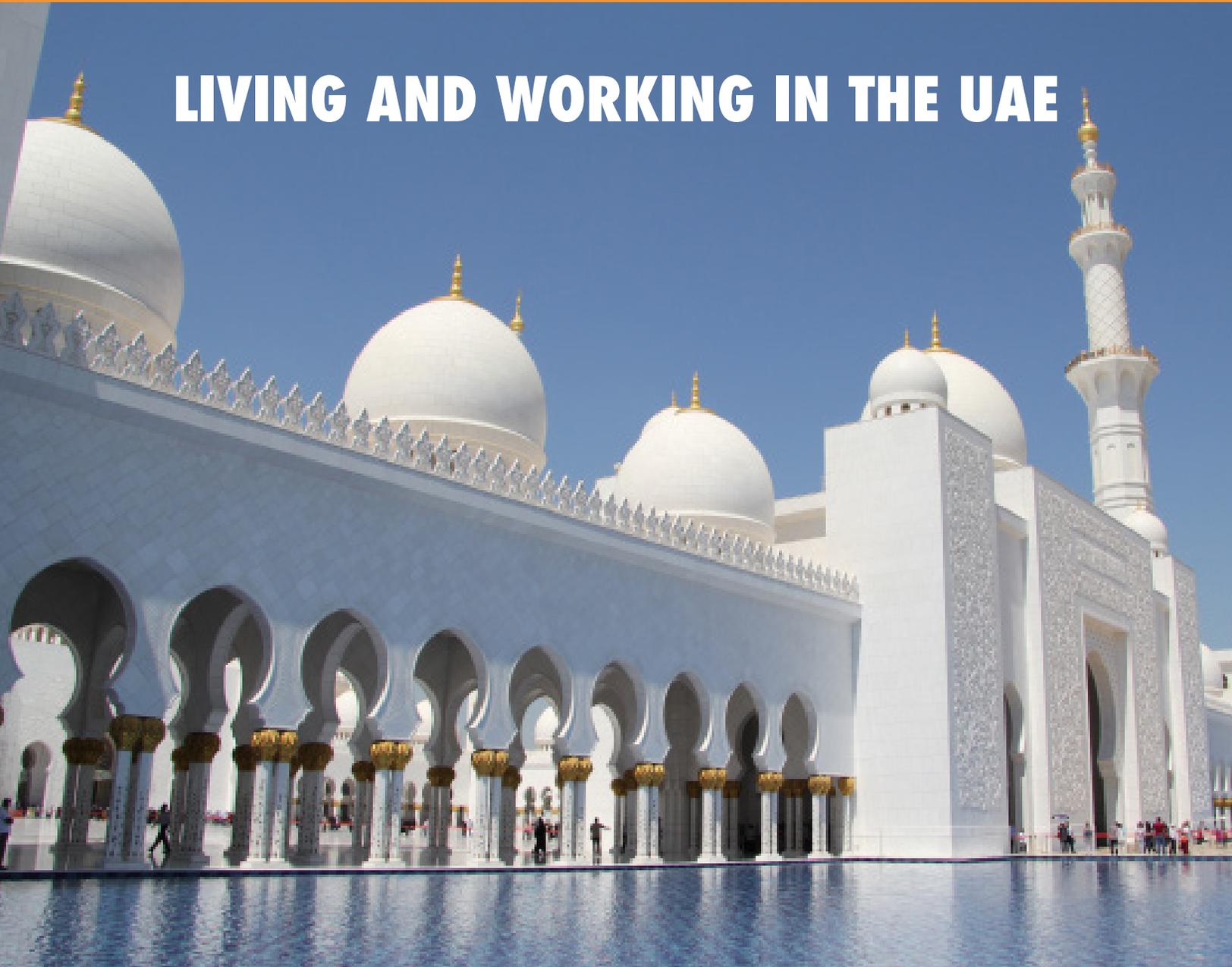
NEW BUSINESS OFFERING LAUNCH

Brochure Design

- Design and layout of brochure (InDesign)
- Sourcing stock images to use across all media types (print and online)



LIVING AND WORKING IN THE UAE



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LIVING AND WORKING IN THE UAE

Moving to a new country raises lots of questions and making the decision to re-locate can be daunting. Being informed of some facts about Abu Dhabi and Dubai can dispel some of those doubts and help in making the final decision somewhat easier.

This booklet has been written by our recruitment consultants, some with first-hand experience of having relocated themselves.

It aims to answer some of the questions often asked about re-locating to the UAE.

In providing you with this information we hope we can help you along your journey in making that move.



WHAT YOU SHOULD KNOW BEFORE YOU MOVE

Moving to The UAE

There are many great reasons for moving to the UAE. Great job opportunities, an extensive developed expat community and a diverse vibrant culture to name but a few. English is also a common language spoken which makes it easy to integrate into society, enjoying both a rewarding professional and social life.

Opportunities

The work environment in the UAE is based on your skill competencies.

There are many opportunities available for experienced people and you'll be greeted

with encouragement to further develop those skills. For those less skilled, there are also opportunities to develop your potential, having clear motivations and knowing your strengths to guide you.

UAE's Education Sector

The UAE has one of the world's most diverse education systems with an equally diverse range of employment opportunities. It has become a global hub of international education attracting pupils and educators from the world over. This has earned the UAE the reputation for being an excellent destination for teachers to enhance their careers whilst enjoying an excellent standard of living.



WORKING IN THE UAE

What's Required Before You Can Work in The UAE?

Before undertaking a move to the UAE it is of utmost importance to have a firm job offer. All the relevant paperwork will be done by your employer so it's important to be presented with a good opportunity as unfortunately some people do encounter difficult scenarios where visa issues delay their initial employment. This is why we only work with some of the finest education partners within the UAE to ensure a painless process for teachers.

When accepting a job in the UAE you will be notified about which documents are required to work within the country. e-Frontiers and your school will be with you throughout the process to ensure you satisfy all criteria in a timely manner.

The required documentation and processes that a teacher goes through can vary depending on your school, your position and also the Emirate in which you are hoping to be employed.

Documentation Attested

Documents such as your undergraduate degree and teaching council registration need to be attested through the relevant channels. Different employers require a variance of documents attested so it is best to wait to do this when instructed to do so.

Waiting Game

After the interview process is complete, you have received your offer and have fulfilled all documentation requirements that was requested it may seem like there is a void of time where you know little about what is going to happen. Don't worry, we are here to help you in this process.



Annual Leave

Employees are generally required to work the academic calendar with little room for manoeuvre, however allowances and other entitlements are often taken into consideration by many schools.

Sick Leave

Employees are generally entitled to receive payment for sick days but usually not within their initial probation period of 3-6 months. This varies from employer to employer and is generally at the discretion of the employer to decide their own policy on sick pay and sick leave, subject to the employee's contract or terms of employment.

Public Holidays

Employees are entitled to adhering to public holidays within the academic calendar. As many public holidays within the UAE are dependent

on the Islamic lunar calendar it can cause some confusion as to when these days are occurring. A useful link to keep up to date with UAE holidays is at www.officeholidays.com/countries/uae
UAE Public Holidays as of 2017 are as follows

Note: Holidays marked with an asterix** move by circa 11 days annually

- New Year's Day (1 January)
- Israa and Miaraaj ** (23 April)
- Eid al Fitr** (3 days, 23-25 June)
- Arafat (Haj) Day** (31 August)
- Eid al Adha** (3 days, 1-3 September)
- Hijri New Year** (21 September)
- Prophet Mohammed's Birthday** (31 November)
- Martyrs Day (31 November)
- National Day (2 days, 1-2 December)

**A public holiday can be moved to the beginning or end of the week if it falls between two working days



Taxes & Cost of Living

To say that the UAE is a tax free haven wouldn't be entirely accurate and it's important that prospective candidates are aware of the costs incurred in living as a resident of the country. The good news is your salary is tax free and usually paid on a monthly basis. Amenities such as housing are provided for or a monthly stipend included. Also, depending on employment, other charges such as electricity and air conditioning may or may not be the responsibility of the employee.

VAT charged at 5% is being introduced in 2018 in conjunction with a previously introduced housing tax of 5% p.a. in Dubai and 3% p.a. in Abu Dhabi related to the overall cost of the rental property. Again this charge is not always liable by the employee, it varies on what type of accommodation is provided and also how the lease is managed.

ENTITLEMENTS

Contract of Employment

Every employee is entitled to receive a written statement outlining the terms and conditions of employment. There are also different types of contracts which may be offered such as definite or indefinite contracts. Each one brings with it various labour laws.

Average Working Week

The average working week in private school education is a start time of roughly 7-7.30am and a closing time of 2.30-3.30pm. Each teacher is generally required to teach 24 periods of 45 minutes within a week. The working week in the UAE runs from Sunday - Thursday which may need a bit of getting used to!!



LIVING HERE

Health Care

Every employee is entitled to private health care coverage from their employer which is generally of a very high standard with worldwide coverage and low excess in the region of 50AED and circa 90% of prescription costs covered.

Cost of Living

Comparing the cost of living in the UAE with other countries is an ambiguous exercise depending on where you have previously lived. We've opted to provide some resources where you can calculate these comparisons.

Numbeo is the world's largest database of user contributed data about cities and countries worldwide. Numbeo provides current and timely information on world living conditions including

cost of living, housing indicators, and health care. Cost of Living Comparisons:

www.numbeo.com/cost-of-living/ expatistan.com/cost-of-living/

Weather

The climate of the UAE is hot! Expats who live or have lived in the UAE have highlighted one of the greatest factors the standard of living has is the balmy year round weather. Summers can become quite hot and humid with the two spells either side of Summer usually everyone's favorite time of the year. January and February are the coolest months of the year, averaging 14°C to 25°C. July and August are the hottest months with daily means of 35°C. It is always a good idea to carry some sunscreen!



Getting Around

The UAE is roughly the same size as the island of Ireland. It's biggest cities are Dubai and Abu Dhabi. It provides everything and more that big international cities provide. People usually travel by car when in UAE as transport costs are low.

Coming to UAE with a Family

The UAE is a very family friendly place. The education system is excellent and there is an abundance of parks and entertainment. Most school employers will offer discounted fees for your child to attend your school, the extent of which will vary depending on the school.

GETTING TO KNOW YOUR NEW HOME

Culture

The UAE is a predominantly Muslim country. Islam is the basis of the UAE's culture, political system and way of life, yet it is also multi-cultural and tolerant towards other religions. There are over 200 different nationalities residing in the UAE making it one of the most culturally diverse countries in the world. There is a huge pride in nationalism in the country similar to that of Ireland.



Sport

There is a range of sports and sporting events on offer in the UAE. Dubai and Abu Dhabi play host to some of the most prestigious sporting events in the world. The Dubai Desert Classic, the Abu Dhabi HSBC Championship and the DP World Tour Championship are all part of the Race to Dubai which is the highlight of the European Tour.

Abu Dhabi Grand Prix takes place in November and is accompanied by an incredible weekend of events. The Dubai Duty Free Tennis Championships attracts the best tennis stars from around the world. The Dubai Rugby 7s is a hugely popular event in December and of course the Dubai World Cup is among the most prestigious horse races in the world.

Entertainment

The entertainment facilities in the UAE are unparalleled. Whether you want to dance the night away in Barasti or another of the plethora of night bars and clubs, or wander through the Louvre examining many fine works of classic and contemporary Art, the UAE offers a wide range of entertainment to satisfy the most complex of tastes. Both Dubai and Abu Dhabi along with the other Emirates cater for entertainment ranging from water parks and theme parks to cultural activities such as camel racing. Highlights not to be missed when living in this vast desert of entertainment include; taking the fastest roller coaster in the world at Yas Ferrari World, jet skiing around Dubai marina and parachuting over the Palm Jumeirah. Other Lasting memories can be made skiing down the ski slope at Mall Of the Emirates in the midst of a heat wave outside!