

JOB DESCRIPTION

Job title: **Communication Officer**

Report to: The Communication Officer will report to the Manager of Admissions & Communications (MAC) or the Director of Admissions & Communications (DAC)

Job overview: The post holder is responsible to support the school internal and external communications strategy, write and disseminate publicity materials, respond to inquiries from the public and media and coordinate promotional events.

Responsibilities and Duties:

- Plan, organise, and oversee all communications events and external offline campaigns and advertising of the school, including directory entries;
- Develop, write and edit marketing and communications materials, publications, press release, website content, annual reports, speeches and other marketing materials and promote these through appropriate social channels
- Track analytics and create reports detailing successes and failures of communications campaigns
- Ensure that all communications and marketing material aligns with brand standards
- Maintain digital media archives including photos and videos
- Respond to media inquiries and perform media outreach to achieve brand placement in publications
- Develop escalation protocols for managing communication crises, should they arise
- Liaise with the Purchasing and order all required marketing items and materials, including Admissions materials, promotional items, events items, venues and catering for events, posters, banners, and other deliverables;
- Monitor the school's top five competitors and their activities, identify their successful campaigns, events and publications, and monthly report on these to line managers;
- Review all communications and admissions publications and promotional items of the school, ensure that they are accurate, up-to-date and attractive to the school's target audiences, oversee the materials' stock levels and storage;
- Review all signage in and outside the school as well as the school's stationary ensuring they are up-to-date, attractive, and in line with the school's brand guidelines;
- To be responsible for all the payment of the school's communications/marketing activities.
- Support Admissions Department during the peak times, welcome and touring parents, consult prospective parents, and help to test new applicants as required;
- Work collaboratively with the rest of the Admissions & Communications team and other internal colleagues to support cross-cutting marketing and admissions initiatives and school events and activities;
- Any other tasks assigned by Line Manager.

Qualifications:

- Bachelor's degree in communications, Marketing, Journalism, Business Administration or similar major
- Fluent in English

Experience:

- Experience in managing events, preferably in educational sector
- Experience working in marketing is highly desirable
- Excellent verbal, written and interpersonal skills
- Proficient in Microsoft Office, content management system and social media platforms

Competencies:

- Effective collaboration and communication skills
- Able to work independently and as part of a team
- Strong negotiation and persuasion skills
- Good time management and organizational skills
- Able to show initiative, good business acumen and common sense
- Positive, can-do attitude to work and flexibility

(*) Note: Flexible to work attitude is required, as some occasional evening and weekend work may be required.

Job Holder's Signature: _____ Date: _____

Direct Manager's
Signature: _____ Date: _____

HR Manager's Signature: _____ Date: _____