



THE BRITISH SCHOOL JOB DESCRIPTION

Job Title: Communications Executive	Department: Admin
Reports to: Deputy Head of Communications	
<p>Role: The position holder is responsible for creating messages and content for the community. He/She will support the team in strengthening the communications systems and ensuring compliance with branding and communications guidelines across the school.</p>	
<p>Key Responsibilities:</p> <ol style="list-style-type: none"> 1. Draft and send parent communication and keep the internal portal (Firefly) updated with latest news. 2. Proofread and edit long form and real time content and create visuals(photos and videos) for various communication channels. 3. Collaborating with internal departments to establish marketing and branding content for the school. 4. Create content to promote school’s offerings and to reach and engage targeted audience. 5. Help design and approve templates and ensure branding/ style compliance across all forms of communications. 6. Manage alumni documentation and database and oversee digitisation of records. 7. Coordinate with the developer to keep the school website updated. 8. Maintain parent email distribution lists and the school shared drive. 9. Coordinate with the school photographer to cover events, maintain photo archives and identify images representative of school ethos for publications and website. 10. Keep an eye out for key school events/activities and student achievements for social media. 11. Maintain phone lists and send SMSs for annual trips, emergencies and reminders (excluding bus related) through bulk SMS service. 12. Work closely with the communications manager and act as a backup in their absence. 13. Manage day to day operations such as maintaining databases, managing corporate gifts, liaising with printers etc. <p><i>This Job Description does not define all duties and responsibilities of the position and the school may assign other tasks from time to time to help operationalise the role. The school may review and modify or amend the Job Description as needed after discussion with the position holder.</i></p>	
<p>Experience</p> <ul style="list-style-type: none"> • 2+ years of relevant experience. 	
<p>Qualification/skills</p> <ul style="list-style-type: none"> • Graduate or Postgraduate in Journalism or Marketing 	



- Skilled at both long-form content creation and real-time (immediate) content creation, and distribution strategies and tactics.
- Experience in drafting, fact checking and proofreading content
- Ability to juggle multiple tasks, respond rapidly to new events and competing priorities and follow through on commitments

Personal Attributes:

1. Ability to go beyond the call of duty and possess strong problem solving skills.
2. Ability to work efficiently in a collaborative setting for cross functional initiatives.
3. Design sensibility to envision how content that resonates with stakeholders can be presented
4. Excellent writing, editing and verbal skills in English

Competencies:

Will follow admin competencies.

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Safeguarding Information

The British School and all its personnel are committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo comprehensive child protection screening including but not limited to checks with past employers.

Job Holder's Signature:

Date: