



THE BRITISH SCHOOL JOB DESCRIPTION

Job Title: Communications Manager	Department: Admin
Reports to: Deputy Head of Communications	
<p>Role: A detail-oriented multitasker and articulate communicator responsible for creating engaging content for both online and offline media. The post holder will support with strengthening the school’s digital presence and developing alumni programmes while ensuring compliance with branding guidelines across the school.</p>	
<p>Key Accountabilities</p> <ul style="list-style-type: none"> • Manage the design, production, and distribution of all digital and print publications for the external community. • Support the creation of content targeted at specific stakeholders through our blog, website, videos and social media. • Write, fact check and proofread content for various communication channels. • Help implement strategies that fall under the generation of positive brand recognition. • Support with the development and launch of alumni awards and alumni engagement programmes. • Keep up with the latest digital media trends to give inputs for video content, website design and interface, and social media. • Possess design sensibility to develop promotional collaterals for events and activities. • Help create templates and ensure branding and style compliance across all forms of communications. • Manage alumni events, database and documentation. • Coordinate with the developer to keep the website updated. • Keep an eye out for key school events and student achievements and develop creatives and captions for social media promotion. • Analyse statistics to draw insights for trends in our digital presence. • Coordinate with external agencies regarding school memberships. • Support with the organisation of major school events. • Manage day to day operations such as maintaining databases and digital assets, managing corporate gifts, liaising with printers etc. 	
<p>Experience</p> <p style="padding-left: 40px;">3-5 years of relevant experience.</p>	
<p>Qualification/skills</p> <ul style="list-style-type: none"> • Skilled at both long-form and bite-sized multichannel content creation. • Experience in editing, fact checking and proofreading content. • Basic knowledge of graphic designing. • Experience in content marketing. • Experience in handling alumni engagement programmes. • Degree in Marketing, English, Journalism or relevant field. 	



<ul style="list-style-type: none">● Personal Attributes● Ability to go beyond the call of duty and possess strong problem solving skills.● Design sensibility to envision how content that resonates with stakeholders can be presented.● An exceptional eye for detail.● Ability to juggle multiple tasks and follow through on commitments with multiple stakeholders.
Competencies: Will follow admin competencies.

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.

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: