

<b>Position Title</b>	Communications Manager	<b>Date:</b> May 2017
<b>Function/Department</b>	Marketing and Communications	<b>Location:</b> Singapore
<b>Manager Name &amp; Title</b>	Director of Marketing and Communications	
<b>Position Type</b>	6 month Contract – Maternity Leave Cover	
<b>Position Status</b>	Full Time	

**Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.**

## Position Objective

The Communications Manager is responsible for supporting the development and execution of both academic and non-academic communications delivered to the school's internal parent community, to ensure that the school delivers an outstanding customer communications experience.

Reporting directly to the Director of Marketing and Communications, the Communications Manager will act as a 'brand guardian' of the school's voice to its parents, ensuring that all communications and events are strategically aligned with the school's overarching message/s, are relevant to each target audience, are consistent in approach, tone and style and are professionally executed.

The Communications Manager will work closely with the School's education and operational leadership teams and the teacher community to support staff members in delivering one-to-one academic communications that are aligned with the school's wider communications framework, yet appropriate for each individual teacher. They will also work closely with the IT department to ensure that the teacher community can make best use of the various communication technology platforms to deliver personalized parent communications.

The Communications Manager will assist with the development and execution of engagement opportunities with key external stakeholder organisations on behalf of the School Leadership Teams, and for maintaining relationships with former AIS students and parents through the AIS Alumni program.

The Communications Manager will work alongside the Communications and Design Coordinator, sharing the division of work, knowledge transfer, and project management. It is imperative that the Communications Manager leads by example to demonstrate an impeccable work ethic, diligent time management, and represent an enthusiastic stakeholder 'go to' resource for the school at large.

## Specific Responsibilities

### Communications

- Working closely with the Director of Marketing and Communications and the School leadership team, contribute to the annual focus for messaging and executional timing relating to the School calendar, which reflects the overarching framework for parent communications across each academic year, covering academic and non-academic communications.
- Draft high-quality communications and provide overall editorial control for school to home and school to staff communications, ensuring appropriate content, tone, brevity and consistency. Regularly audit the School's parent communications across all channels (academic and non-academic) to identify areas that require improvement – develop actions to address.
- Develop and implement regular parent communications (targeted and general) which educate and inform the parent body and showcase the achievements of the school in the best possible light, using a multi-channel approach.

- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to weekly newsletters, handbooks and curriculum guides and the School Yearbook.
- Act as a key custodian of the School's parent portal (Connect AIS), ensuring that content is updated and refreshed in a timely fashion. In addition, collaborate with the Marketing team to align the same content for the external website so that it is also refreshed and accurate.
- Maintain the school's (digital) library of communication resources; images, parent testimonials and refresh accordingly
- Assist with the management of the internal communications budget to ensure appropriate and effective spending on internal events and collaterals.
- Build a deep knowledge of the School's provision, programs and results; constantly refresh this knowledge to maintain an expert level understanding to inform parent communications.

### Internal Events Management

- Implement an annual program of parent events which reflect the multiple communication needs of the school and its parents; including events that educate and inform, events that promote the school's strengths and achievements, events that celebrate milestones and other relevant days
- Oversee and support the execution of the events program by the AIS Events Coordinator and/or AIS Communications and Design Coordinator ensuring quality is maintained and that they are aligned with the school's vision, mission and values.

### Alumni Relations

- Working closely with the Communications and Design Coordinator, build and maintain a database of former AIS Alumni, keeping them engaged with the AIS community in the spirit of friend-raising
- Oversee the execution of an annual program of events which enhances communication and builds positive relationships with alumni and past parents / families

**It is the job holder's responsibility to promote and safeguard the welfare of children and young person's for whom s/he is responsible, or with whom s/he comes into contact with and compliance with the relevant Cognita Safeguarding Child Protection Policy and Procedures should be adhered to at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Designated Safeguarding Lead or to the Head or indeed to the Cognita Regional Safeguarding Manager so that a referral can be made accordingly to the relevant third party services.**

## Position Requirements

- This role requires an individual with 4+ years' corporate level communications expertise who has experience in both message development and execution, gained in an environment where they have worked across multiple channels to multiple audiences.
- They will be digitally savvy, being able to harness the digital environment to effectively engage with diverse stakeholder groups.
- They will be an excellent copywriter with the ability to create and adapt tone of voice relevant to the audience whilst working within an overarching corporate style.
- They will be empathetic with a school community, able to tap into the needs of parents to share communications that are relevant and impactful.
- He/She will be a patient and thoughtful mentor to junior staff with a collaborate style, inspiring best practice.

## Qualifications & Skills

- Degree level qualification in marketing, communication or related field
- Experience in a creative writing, journalism, or PR role
- Excellent written communication skills with the ability to write high quality marketing copy, to edit and refine the work of others to sharpen the message and apply tonal consistency



- Experience of managing the creative development process for digital and printed communications including agency management and briefing, production, print, photography
- Excellent face-to-face and verbal communicator with the ability to engage others and to make own message understood by stakeholders
- Excellent listening skills, able to understand the subtleties of communications and detect the underlying message
- A sound knowledge of on-line / digital marketing including website management
- Excellent CT skills (e.g. Word, Access, Excel, PowerPoint), experience of using Content Management Systems and of social media

## Contacts

- Direct reporting to the Director of Marketing and Communications
- Executive and School Principals
- Heads of schools and management of operational departments
- External agencies and stakeholders
- Events, Marketing and Admissions teams

## Working Conditions

- Office hours are 8am to 5pm (9am – 6pm). Occasional evening and weekend work.

## Terms of Employment

Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed. Appointment is subject to an enhanced Disclosure and Barring Service (DBS) check for regulated activity (if the candidate has lived in the UK) and/or criminal/police or equivalent background checks for all other countries inhabited (irrespective of whether you worked in those countries).

- Medical insurance.
- Competitive salary and benefits.