

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 Title	Communications Senior Executive / Assistant Manager	Reference: February 2023
Function/Department	Marketing and Communications	Location: AIS
Manager Title	Head of Communications & Community Engagement	
Position Type	Permanent	
Position Status	Full Time	

## Position Objective

- The Communications Senior Executive/Assistant Manager acts as a key custodian of the AIS brand, vision, mission, and values in all internal communications, and promote this with other stakeholders
- The Communications Senior Executive/Assistant Manager supports the effective planning and execution of internal / corporate communications and events for parents, staff, and other key stakeholders
- The Communications Senior Executive/Assistant Manager consistently looks for ways through which to share with the community the school's Vision, Missions and Values and to celebrate the school's successes
- The Communications Senior Executive/Assistant Manager is responsible for the strategic planning, organisation and execution of a wide range of external and internal events to support internal and external strategic goals
- He/she will need to collaborate with a wide range of stakeholders including, but not limited to, the school administration, teachers, facilities and logistics teams, prospective parents and parents to ensure optimal delivery of AIS brand, mission, vision and values
- One objective of the role is to co-plan, coordinate and manage a calendar of external and internal events on and off campus, organising and running these events, as well as supporting teachers and Academic leadership in delivering and liaising closely with internal communications, marketing, admissions, facilities and the ICT teams
- Key determinants of success in the role are: refined event management skills, service mindset, organisational and planning skills, stakeholder management and communication

## Responsibilities

### Communications

- Supports proactive engagement between the school, teachers and parents across all touchpoints, utilising a variety of tools, from email software to Social Media
- Assist in optimising messages from Academic and Operations Teams for "Parent-friendliness"
- Drives internal communications projects, managing budget, timelines, and working with internal and external stakeholders
- Manages the school community portal Connect, working with academic and operations teams to ensure information is relevant and updated, and to enhance user experience
- Liaises with Parents' Association representatives, cultural groups, and academic, leadership and admission teams to effectively communicate messages to the wider community
- Works with Design Projects Manager to create collaterals that drive AIS messaging
- Works with the Senior Marketing Manager to produce external marketing content and ensure public-facing information, such as on the AIS Website, is accurate

## Content Creation

- Reaches out to the community to create content that reinforces the school's values, to be featured on a variety of platforms, from Social Media to on-campus Screens
- Develops Content Plan for Social Media platforms
- Populates and publishes the bi-weekly All School Newsletter

## Photography / videography

- Possesses basic videography and video editing skills (iMovie / Adobe Premier Pro) for internal use
- Provides photography support for school events

## Events

- Reviews, refines and supports the execution of the internal event calendar, working closely with the Head of Communications and Community Engagement, including events such as:
  - Orientation Days
  - Parent information workshops
  - Parent Forums and Feedback events
  - Parent Teacher Conferences
  - Large-scale community events (Australia Day BBQ, Waitangi Day, key celebrations, etc)
- Assists Marketing and Admissions Team with refining and executing external events to engage prospective Parents, such as:
  - Monthly Open Houses
  - Monthly playgroups,
  - Partnered sponsorship events, on and off campus
- Contributes to budget management, ensuring effective use of spend of related Communications and Marketing budgets
- Other duties as directed by the Head of Communications and Community Engagement, or such persons as the School may designate.

**The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom they are responsible, or with who, they comes into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all time. 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, they must report any concerns to the School's Child Protection Officer/Designated Safeguarding Lead or to the Head or indeed to the Regional CEO so that a referral can be made accordingly to the relevant third-party services.**

## Position Requirements

- Corporate Communications or Events specialist, with a strong eye for detail
- High level of digital literacy and willingness to be learn new software programs, as required to manage functions of the role
- Excellent written skills
- Strong interpersonal and influencing skills to motivate and work cooperatively with others
- Ability to work independently and to manage multiple high priority tasks in a fast paced, highly demanding environment
- Strong organisational, prioritising, and time management skills
- Awareness of commercial sensitivity and demands for confidentiality
- Adaptable and willing to take on a range of tasks, including occasionally outside scope of work, as directed by the Head of Communications and Community Engagement



## Qualifications

- Degree/Diploma qualification in Corporate Communications or a related field
- 3-4 years' experience in Corporate Communications or Marketing Communications (We will consider fresh graduate with volunteer or part time work experience)
- Experience in dealing with stakeholders at all levels
- Experience working with expatriates and community
- Copywriting / editing experience, ideally with experience of writing for a variety of audiences / platforms / purposes.
- Photography, videography and video editing experience

## Contacts

- Head of Communications and Community Engagement
- Community Engagement Manager
- Senior Marketing Manager
- Senior Marketing Executive
- Design Projects Manager
- Events Coordinator
- Head of School and Senior Academic Staff
- Teachers, parents and students

## Working Conditions

- Office location within a school environment at Lorong Chuan
- Working collaboratively within a diverse team
- Occasional out of hours and/or weekend work will be required from time to time

## 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).**

- Working Hours: 8:00 am – 5:00 pm, Monday to Friday
- Annual Leave: 21 working days per annum
- Medical Benefits: Group medical insurance
- Sick Leave/Hospitalisation Leave: 14 days sick leave and 60 days hospitalisation leave
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background Check: Required