



**Stamford American**  
INTERNATIONAL SCHOOL

**JOB DESCRIPTION**

<b>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</b>		
Position Title	Content Writer	Reference: 230821
Function/Department	Communications and Community Engagement	Location: SAIS
Manager Name & Title	Head of Communication and Community Engagement	
Position Type	Permanent	
Position Status	Full Time	
<b>Overview</b>		
<p>We are looking for a versatile Content Writer to join our Communication and Community Engagement Team and enrich our school digital presence, it's website and portals with new blog posts, guides, engaging mailers, marketing copy and much more!</p> <p>We need a writer who can switch between 125 characters and 12,500 words with ease, to inspire our community to carry our brand and become natural advocates of our school.</p> <p>If your passion is to produce online content and have an eye for detail, we'd like to meet you. Feel free to share samples of your work or portfolio of your published articles, along with your application.</p> <p>Ultimately, you'll deliver quality writing pieces that appeal to our audiences, attract new parents and students to our social media and websites and boost brand awareness.</p>		
<b>Responsibilities</b>		
<p><i>The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom s/he is responsible, or with whom s/he comes into contact will be to adhered to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures 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.</i></p> <ul style="list-style-type: none"> <li>• Write and proofread content for program marketing collateral such as program brochures, emailers, landing pages, social media, online ads, blog posts etc.</li> <li>• Conduct research on competitor content and come up with content pegs that communicate our story and brand.</li> <li>• Update company website content as needed</li> <li>• Identify customers' needs and gaps in our content and recommend new topics</li> <li>• Conduct simple keyword research and use SEO guidelines to increase web traffic</li> <li>• Brainstorming with team and divisions to come up with engaging ideas</li> <li>• Liaising with various stakeholders within the organization to ensure accurate information is being communicated</li> <li>• Collaborate with the marketing operations team to conceptualise and help develop all collaterals</li> <li>• Take ownership of content development, meet timelines, and obtain approvals for deliverables from key stakeholders</li> <li>• Suggest visual elements to explain how content can be communicated graphically</li> <li>• Ensure all-around consistency according to brand guidelines of our school (style, fonts, images and tone)</li> </ul>		



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**Qualifications / Requirements**

- Bachelors/ Master's degree in English/ Communication
- 5+ years of experience writing content
- Published writing samples that demonstrate the ability to switch between British and American English
- Excellent written and verbal communication skills, with a keen eye for detail
- Experience working with the higher education school market is preferred
- Flexibility working across multiple time zones is desirable
- Demonstrates the Stamford core values - Integrity, Compassion, Ingenuity and Courage

**Contacts**

- Direct reporting to the Head of Communication and Community Engagement. May work directly with the Managing Director, Superintendent and Divisional Principals.
- Other support departments and External Vendors.
- Communications and Community engagement colleagues at Stamford, other Cognita schools and the Cognita organization.

**Working Conditions**

- Duties performed mostly within a school environment.
- Will be required to work independently and as part of a collaborative team effort.
- Extended working hours to complete some projects may be required.
- Occasional evening and weekend work.

**Terms of Employment**

- Working Hours: 8:00 am – 5:00 pm, Monday to Friday
- Annual Leave: 21 working days
- Medical Benefits: Medical insurance provided where applicable
- Sick Leave/Hosp: 60 days' hospitalization leave including 14 days of Sick Leave
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background Check: Required