



Stamford American
INTERNATIONAL SCHOOL
JOB DESCRIPTION

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	Marketing & Communications Executive	Reference: MAY2023COMMS
Function/Department	Marketing & Communications	Location: SAIS Woodleigh
Manager Name & Title	Head of Communications	
Position Type	Permanent	
Position Status	Full Time	

Position Objective

The primary objective of the Marketing & Communications Executive is to develop and implement strategic marketing and communications initiatives to effectively engage parents, staff and other key stakeholders. This role aims to consistently share the school's vision and values through various forms of digital and printed media. By leveraging the school's diverse channels and community touchpoints, the Marketing & Communications Executive will engage stakeholders and ensure consistent and impactful sharing of information. By building strong connections and promoting transparent communication, the position contributes to fostering an informed and cohesive community within the school.

Responsibilities

The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom they are responsible, or with whom they come 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, they 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.

- The Marketing & Communications Executive supports proactive engagement between the school, teachers and parents and the effective and efficient implementation of all "touch points" for frequent and on-going communications
- Collaborates with academic staff in turning content for school-teacher-family communication (e.g. school announcements, class newsletters, introduction emails, presentations, etc) into a proof-read, formatted, "parent-ready" version
- Collaborates with IT team to make messages and communications accessible on MyStamford for parents
- Liaises with the Community Engagement Center to understand parent issues and where relevant, help to disseminate information
- Manages the ideation, planning, content writing, and distribution of the school's Stamford Pride quarterly newspaper (in direct collaboration with the Superintendent)
- Develops, distributes, and provides performance analysis of the school's weekly digital newsletters



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- Collaborates closely with the Social Media Marketer to find stories and conduct interviews with students, parents, and staff for the school's social media channels
- Liaises with Parents' Association representatives, cultural groups, and academic leadership and admission teams to facilitate communication between various departments and groups
- Collaborates with the Community Engagement team in the promotion of parent-facing school events and partnership opportunities, including supporting internal stakeholder involvement
- Provides photography and videography support for school events for internal and external use, and maintains the school's (digital) library of communication resources and images
- Coordinates the School's campus and digital signage needs. Implement a rotation plan in line with the calendar of events and liaise with internal departments to execute
- Provides support for the school's Year Book project including briefing vendor, design critique, staff templates, collation and follow-up of content, proofing, delivery to a strict timeline, cost control
- Works with HR and IT to input on-boarding teacher biographies. Review, edit and upload in line with School policy
- Works with college counselors (and students) to manage the school's alumni program, including database management, general correspondence, social media updates and quarterly newsletters
- Project Management of the school's professional photography needs (liaising/scheduling with vendors)
- Assists in the development and implementation of style guides and templates for all internal communications covering digital and non-digital channels

Position Requirements

- Well-developed communications, interpersonal and influencing skills to motivate and work cooperatively with others
- Excellent storytelling skills including an ability to create and adapt tone of voice relevant to the audience while working within an overarching corporate style
- Ability to build collaborative relationships and connections across different school departments so that the Communications team is aware of emerging issues and opportunities for promotion
- Ability to manage multiple high priority tasks in a fast paced, highly demanding environment
- Ability to work independently yet promote and participate enthusiastically in organizational teams
- Adaptable and willing to take on a range of tasks, including occasionally outside scope of work, as directed by the Senior Communications Executive or Head of Department
- Act as a key custodian of the Stamford brand, vision and values in all communications, and promote this with other stakeholders
- Awareness of commercial sensitivity and demands for confidentiality

Qualifications

- Degree qualification in Marketing or Communications, or related field
- At least 2 years' experience in communications and/or marketing
- Experience in dealing with stakeholders at all levels
- General understanding of the marketing funnel and mapping of the customer journey
- Strong organizational, prioritization, and time management skills
- Copywriting and blogging experience a plus
- Photo and video editing skills a plus
- Experience in Adobe Creative Suite, Mailchimp, Hootsuite, Canva, and Powerschool a plus
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Contacts

- Head of Communications
- Senior Communications Executive
- School Principals and Senior Educational Leadership Teams
- Teachers, parents and students
- Communications, Marketing, Events and Admissions Teams
- School Operations
- External agencies

Working Conditions

- Duties performed 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: 14 days sick leave and 60 days hospitalization leave (including sick leave)
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background Check: Required

SAIS is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Pre-employment background checks are mandatory and appointments are strictly subject to confirmation that all reference and background checks are completed to the satisfaction of Cognita, SAIS' holding organization.

We are an equal opportunity employer and disallow discrimination of age, ethnic origin, nationality, gender, religion, sexual orientation, family status, pregnancy, marital status, medical or mental health history, physical characteristics or disability. We welcome applications from all qualified candidates.

We regret that only shortlisted candidates will be notified.