



## JOB OPENING

**POSITION:** Communications and Marketing Coordinator\*  
**REPORTS TO:** Head of School  
**CONTRACT TERM:** 2 School Years (2022-2024)  
**JOB OPENING:** 25 November - 10 December 2021  
**External: we reserve the right to end the recruitment process once a suitable candidate is found**

### **PURPOSE**

The Communications and Marketing Coordinator is responsible for the successful execution of all communication activities internally, within the Jakarta Intercultural School (JIS) community, and externally; and shall ensure the quality of the School's online presence at all times. This professional is also responsible for all marketing plans, strategies, and the implementation of these within Jakarta, Indonesia, and the greater international community. This position reports to and is evaluated annually by the Head of School on the basis of this job description and objectives established on a yearly basis.

### **QUALIFICATIONS, EXPERIENCES, and ATTRIBUTES**

1. Minimum Master's degree in a related field of study, preferably in communications
2. Credential in communications, marketing, or the like
3. Minimum five years of experience in communications, marketing, and public relations
4. Exceptional verbal and written English communication skills
5. Fluency in both English and Indonesian preferred
6. Strong proficiency in editing texts/reports/social media posts
7. Experience with graphic design and layout, website management, social media management, and general technical expertise publishing, web publishing, and video editing
8. Strong computer and technology proficiency, and ability to quickly learn new online software applications
9. Ability to work both independently and collaboratively in providing support to multiple departments and stakeholders, with attention to detail
10. Ability to handle multiple responsibilities and priorities concurrently in an efficient manner
11. General management experience and commercial awareness
12. Strong leadership ability and experience in supervising/evaluating a team of professionals
13. Strong organizational ability, initiative, effective communications, and interpersonal skills
14. Willingness to work non-traditional hours
15. Demonstrated cultural sensitivity
16. Professional and courteous demeanor
17. A clear commitment to child protection, safety, service learning, and environmental stewardship



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### **DUTIES and RESPONSIBILITIES**

#### 1. Communications:

- a. Leading a team of communications professionals in meeting strategic communications objectives
- b. Developing a strategy to ensure that all communications, including print, email, SMS, etc, which is intended for both internal and external audiences is streamlined, clear, strategic, and effective
- c. Serving as the School storyteller, taking photos, and curating content of various school events and meaningful moments to share within the JIS community and with a wider audience
- d. Providing editorial guidance and assistance with divisions and various offices across the School to create, review, and update new and existing school communications and publication materials
- e. Developing an annual communications calendar, per division and schoolwide, to promote school-related events
- f. Strategic planning with the Board of Trustees and Board of Supervisors on other opportunities for corporate relation improvements, including invitations to key people to school events
- g. Delivering the communications section of the JIS Strategic Plan successfully
- h. Acting as the official spokesperson of the School in dealing with the media and monitoring overall press coverage, in collaboration with the Head of School, the Human Resources Office, and the Indonesian Education Program Office
- i. Assisting and advising the Head of School regarding relationships with senior corporate and diplomatic members of the Jakarta community
- j. Assisting and advising the Head of School/Deputy Head of School with events about public relations, communications, and presentations
- k. Representing JIS at school and community functions as directed by the Head of School
- l. Coordinating and leading the placement of potential stories, press releases, media appointments, and media visits to campus
- m. Preparing press releases to keep the School, local, press, and/or corporate communities informed about JIS developments and special events
- n. Preparing articles on events and activities within the School for inclusion in outside publications
- o. Supporting all key fundraising events and Bhinneka Tunggal Ika (BTI) Scholarship roadshow, virtually and in-person
- p. Overseeing, in collaboration with the Admissions Advisor, a plan for communicating with the School's inquiry-based for admission in a manner that is targeted, specific, and strategic
- q. Reviewing, revising, and updating as necessary the School's crisis communication plan, policy manuals, publications, and reports
- r. Staying apprised of current and new trends in communication and technology

#### 2. Marketing:



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- a. Developing and executing the marketing plan on a predetermined marketing calendar with objectives set forth and as aligned with the Head of School
  - b. Disseminating clear written communications to the right audiences through the best distribution channels
  - c. Developing the marketing and communication campaign plan
  - d. Coordinating photography and videography of JIS events
  - e. Developing marketing materials in conjunction with the Admissions Office and playing a key role in getting the required enrollment and recruiting new families to attend JIS, as well as establishing the right and appealing image of JIS to all audiences and prospects in particular
  - f. In collaboration with the Admissions Advisor, designing strategies, implementing concrete plans and communications for the Admissions Office which will increase student applications, and maintaining prospective student and family interest
  - g. Creating recruiting materials in conjunction with the Human Resources Office for recruiting faculty and staff to JIS
  - h. Developing and nurturing marketing channels that drive efficiencies in lead management and increase the overall prospect funnel for JIS
  - i. Establishing and cultivating relationships with various media and news organizations to optimize the School's exposure in a positive and safe manner
  - j. Effectively marketing JIS and its programs to current and prospective stakeholders, families, faculty, and staff through online storytelling
  - k. Overseeing and actively participating in the creation, design, budget, and production of marketing collaterals and regularly produced JIS events and all school publications
3. Brand Manager:
- a. Ensuring and managing the brand consistency of JIS internally and externally that it consistently represents the School's mission, vision, values, dispositions, and culture. Internal communication includes but is not limited to weekly faculty updates and weekly parent updates from the Head of School and each divisional principal.
  - b. Responsible for increasing the visibility of the School's brand and programs by identifying media opportunities, effectively publicizing relevant information and activities, and collaborating throughout the community to build and promote JIS to various audiences
  - c. Managing the School's website content and updating it when necessary
  - d. Monitoring and updating JIS social media sites on a regular basis
  - e. Optimizing the School's digital presence through a website, social media, Wikipedia, Google listing, etc, and consistently analyzing analytics for each digital channel to ensure its maximum effectiveness
  - f. Overseeing the design, delivery, and maintenance of communication mediums, collateral material, social media, digital signage, websites, newsletters, etc.



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4. Maintaining strict confidentiality of all records, correspondence, materials, information, and data
5. Other Responsibilities:
  - a. Managing the Communications Office budget and making recommendations to the School for effective use of resources
  - b. Building relationships with JIS alumni to document and maintain the JIS story
  - c. Developing and maintaining JIS alumni website and database
  - d. Planning and implementing alumni programs to create and maintain pathways for alumni participation that advance the School's mission, vision, values, and dispositions
  - e. Partnering with IASAS and other alumni coordinators on alumni issues and reunions
  - f. Building relationships with the Parent-Teacher Association (PTA) in their schoolwide efforts
  - g. Involvement in several committees within the School, including but not limited to BTI Scholarship Committee, Data Protection Committee, and COVID Health and Safety Taskforce
6. Embracing the JIS Learning Dispositions of Resilience, Resourcefulness, Relating and Reflectiveness
7. Performing other related duties and assuming other responsibilities as assigned by the Head of School

*\*This is a Director Level position but because we are unable to use the title of Director in Indonesia, it is written as a Coordinator title.*

### **TO APPLY**

Interested qualified candidate, please send your cover letter, resume and 3-5 list of professional references to the Human Resources Manager, Megumi Runturambi, at [leadershipapplicant@jisedu.or.id](mailto:leadershipapplicant@jisedu.or.id)