

# SHANGHAI AMERICAN SCHOOL

**TITLE:** COMMUNICATIONS SPECIALIST  
**CONTRACT DAYS:** 210

## **POSITION SUMMARY:**

The Communications Specialist is responsible for the smooth flow of information to the parent community and the understanding of external sentiment.

## **SUPERVISED, EVALUATED BY & REPORTS TO:**

Director of Marketing & Communications

## **QUALIFICATIONS:**

- BA degree or higher in Communications, Journalism, Public Relations, or related fields
- 8+ years experience in Communications or PR, education experience a plus
- Native English speaker, some Chinese ability a plus
- Writes with clarity, excellent grammar, and varied tonality
- Can exercise judgment based on knowledge of parent segments in international school
- Comfortable interacting with and making recommendations to school leadership
- Calm under pressure and able to work in a fast-paced environment
- Available for evening and weekend tasks, sometimes on short notice

## **PERFORMANCE RESPONSIBILITIES:**

- Deliver information to large parent population regarding schoolwide issues, working with school leadership to ensure clarity, consistency, and appropriate sensitivity
- Coordinate complex communications processes, for example leadership interviews with parents, including announcement, question scripts, website posting, post-interview feedback
- Participate in crisis or emergency communication response planning and implement execution, including crafting or editing parent messages, and coordinating complex delivery of timing, order, sender, and recipients. Monitor traditional and social media reactions.
- Manage smooth implementation and final edits of weekly "A Look Ahead" communication and continue to improve process, design, and delivery for better readability, relevance, accuracy
- Monitor school Communications inbox and respond to messages accordingly
- Liaise with PTSA on both campuses to cascade information when necessary as well as to monitor sentiment of the parent community
- Proactively recommend and draft communication tools such written Q&A to reduce growing community concerns regarding specific issues
- Work with HR on communication of employer branding such as ISS employer blurbs and assist with internal weekly HR communication when needed
- Work with Marcom and Tech Directors to develop overall strategy for multifaceted parent communications, streamlining flow and platforms and balancing needs of faculty, administration, and parents
- Standardize branded PowerPoint templates for use by faculty and administration to unify brand look and feel and presentation of value proposition
- Other duties as assigned

## **SAS BELIEVES:**

- That each employee makes a significant contribution to our success,
- That contribution should not be limited to the assigned responsibilities.

Therefore, this position description is designed to outline primary duties; qualifications and job scope, but not limit the employee or SAS to only the work identified. It is the expectation of the School, that each employee will offer his/her services wherever and whenever necessary to ensure the success of our organization.