

American School Foundation of Monterrey (Mexico)



The American School Foundation of Monterrey (ASFM) fosters open minds, caring hearts, and global leadership within the entire school community. ASFM serves a diverse population and prepares all students through an innovative, inclusive and intensive program focused on engaging and enabling students to achieve their individual potential in citizenship, academics, athletics, and the arts.

Job Description

Name of Position:	Communications and Marketing Manager
Reports to:	Superintendent
Department / Section:	Communications and Marketing
Department Mission:	The Communications and Marketing Department at ASFM is the lens through which our community has access to everything that happens at our school. We deliver purposeful, unbiased and timely content that tells our story and showcases our purpose and our beliefs.

Overview:	The Communications and Marketing Manager defines communication strategies in accordance with the school's mission, creates and develops projects that ensure the unity of ASFM's visual identity, that keep the different groups of the ASFM community well-informed about institutional matters that contribute to express and share ASFM's essence and beliefs. The Manager is responsible for the content management and marketing campaigns in all ASFM communications platforms and keeping the Eagle Spirit by transmitting the campus life of the ASFM Eagles.
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Impact:	<ul style="list-style-type: none">● Generate engagement with our parents, students, teachers and staff● Promote school spirit among our community● Build community● Promote a positive reference of ASFM● Promote and permeate ASFM's Mission and strategic plan with our community.
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Responsibilities:	<ul style="list-style-type: none">● Define communication policies and guidelines in accordance with ASFM's mission and vision.● Create and develop communication, content and marketing strategies that contribute to establish and maintain contact with students, parents, teachers and staff.● Define strategic content, lead and review the work of the creative team in the production of all web, print, video and digital marketing materials. Edit and correct texts of institutional information for printed and digital formats.● Promote creativity within the team to ensure all projects fit the mission and vision of the school and oversee their creative direction.
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*We believe in **Open Minds, Caring Hearts** and **Global Leadership** as essentials for a healthy and successful life.*

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- Establish relationships with members of the ASFM community (Volunteer parents, parent committees, teachers, academic leadership team, student leaders, alumni, and operational leadership team) to ensure the communications team is aware and ready to support important events and ongoing strategic plans to be shared with our stakeholders using a well thought and creative approach.
- Maintain ASFM visual and graphic identity (ASFM logo, emblem, symbols for schools and projects, WEB page, sign system, forms, printed materials, promotional materials, video productions, etc.) and assure its consistency so that it represents the school's identity and culture.
- Support school initiatives and events with design and content to offer a professional and branded image.
- Define photography criteria and policies for all institutional materials.
- Define Social media policy and guidelines for our internal community.

Collaborate with:

- Superintendent
- Alumni and development office
- Admissions office
- Principals
- Athletics department
- Art departments
- Head of learning and Innovation
- CFO
- Parent Committees
- Students

Qualifications:

Requirements

- Masters level or equivalent experience in Communications or Marketing
- At least 5 years of working experience in the communication or marketing fields
- Demonstrated experience in marketing and communications for a major enterprise
- Ability to showcase a portfolio of their experience

Specific skills

- Writing abilities and oral communication skills
- Graphic and web design
- Photography- General knowledge of correct framing and lighting and use of mirrorless or DSLR cameras.
- Video- Knowledge of pre-production, production and post-production phases of a video.
- Adobe creative cloud programs- Illustrator, InDesign, Photoshop for digital design and photography manipulation, Premier for Video editing.
- Ability to lead a team
- Content Marketing

Language: Complete fluency in English and Spanish.

Personal characteristics:

- Must be a very creative and innovative person, with multi-tasking capabilities and able to adapt to different scenarios.

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- Must be able to work under tight deadlines and without constant supervision.