



Shanghai Community International School

上海长宁国际外籍人员子女学校

TITLE: School-Community Relations Officer, SCIS
HOURS: 7:30am-4:30pm, Monday – Friday*
CONTRACT: 15 days personal leave per year, plus all Chinese National Holidays

POSITION SUMMARY:

Supports SCIS Director of Schools, Campus Head of School, and the Admissions, Marketing, and Communications departments in overall school advancement, including response to initial admission inquiries, prospective family tours, admission follow ups, publications, advertising, coordination with various relocation companies and human resource departments, attending school fairs & conventions, and being involved in other special events. The Community Relations Officer will routinely work closely with the Admissions, Marketing and Communications Managers, Parents and Friends Association (PAFA), and with all campus administrators.

SUPERVISED, EVALUATED BY & REPORTS TO: SCIS Director of Admissions

QUALIFICATIONS:

- University graduate
- Fluent in written and spoken English
- Fluency in Mandarin is a bonus
- Strong attention to detail and organizational skills
- Excellent interpersonal skills
- Experience and skill in marketing, communications, or public relations
- Experience within K-12 international schools preferred
- Creativity and ability to translate vision into concrete words and images
- Proficiency with Microsoft Office programs: Word, Excel, and Power Point or Keynote
- Skill in page layout programs and other software a bonus (onsite graphic designer available)
- Ability to handle numerous assignments simultaneously and bring to completion
- Photography or video skills a bonus
- Basic knowledge of design programs is a bonus

PERFORMANCE RESPONSIBILITIES:

- Develops, maintains, and continually updates feedback from various stakeholders (incoming families, new families, repatriating families, and alumni) to enhance school-community relations and advance admissions and overall marketing.
- Responds to initial admission inquiries, prospective family tours, and admission follow ups. Assists with scheduling and giving tours, with the support of admissions secretary and administration.
- Develops and implements a communications strategy to prospective families with the purpose of increasing the percentage who enroll.
- Manages the application and assessment process for prospective students and families, with the purpose of identifying mission appropriate candidates and increasing student enrollment and brand perception.
- Assists in the development, coordinatization, and maintenance of an effective staff training program.
- Assists in the development and implementation of standard operating procedures and communications strategies, and assists with policy review and development
- Uses creative and effective strategies to increase market awareness of the SCIS brand in the community, with the purpose of increasing student enrollment and brand perception.
- Enhances SCIS's relationship with key stakeholders within the greater community, including early childhood/feeder schools, local businesses, relocation agencies, corporate human resource departments, consulates, and other establishments that will benefit the school community.
- Assists in planning open house events and/or other forms of attracting potential families, as well as school community events for the purpose of retention
- Helps ensure high standards of quality in all print and electronic advertisements, the school website, publications, communications, policies, and internal documents
- Establishes positive relationships with key stakeholders within the school community, including administrators, parents, teachers, and student leaders.
- Works closely with the SCIS Director of School on maintaining strong school-community relations.
- Other duties as assigned.

SCIS BELIEVES:

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

Therefore, this position description is designed to outline primary duties, qualifications, and job scope, but not limit the employee nor SCIS-HIS 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.

HONGQIAO MAIN CAMPUS 虹桥校区: 1161 Hongqiao Road • Shanghai 200051, China • [T] 86-21-6261-4338 • [F] 86-21-6261-4639
HONGQIAO ECE CAMPUS 虹桥幼儿园校区: 2212 Hongqiao Road • Shanghai 200336, China • [T] 86-21-6295-1222 • [F] 86-21-6261-4639
PUDONG CAMPUS 浦东校区: 198 Hengqiao Road, Zhoupu Town • Pudong, Shanghai 201318, China • [T] 86-21-5812-9888 • [F] 86-21-5812-9000