



Shanghai Community International School
上海长宁国际外籍人员子女学校

Job Description

TITLE: Communications Officer

REPORTS TO / EVALUATED BY: Director of Schools/ Director of Marketing and Communications

POSITION SUMMARY:

SCIS is seeking a dynamic and skilled Communications Officer to join our team. The ideal candidate will play a crucial role in enhancing the school's communication strategies, both internally and externally. As a Communications Officer, you will work collaboratively with various stakeholders to ensure effective and consistent communication that aligns with the schools' values and objectives.

MAJOR RESPONSIBILITIES AND DUTIES:

- Work closely with the Marketing and Communications team and school community relations to collaborate on content co-production.
- Monitor the latest competitive landscape in the international school market.
- Assist in driving a multi-channel communications strategy
- Continue to refine and develop the brand voice and maintain integrity across all channels
- Coordinate with the Marketing and Communications and Admissions team to enhance marketing strategy.
- Assist in strategizing and refining campaigns for email drip campaigns
- Support the development of a monthly content distribution plan.
- Leverage data analytics tools to conduct regular audits of the school's online presence, identifying opportunities for SEO improvement.
- Develop engaging and informative content for the school's communication channels, including newsletters, website, social media, and other platforms.
- Collaborate with different departments to gather information and stories showcasing the school's achievements, events, and student accomplishments.
- Manage and curate content for the school's social media platforms.
- Monitor social media trends and engage with the school community online.
- Cultivate and maintain positive relationships with local and international media outlets.
- Draft and distribute press releases to promote school events and initiatives.
- Facilitate effective international communication by coordinating with various departments.
- Support the administration teams by creating reports and dashboards that visualize key performance indicators, enabling data driven decisions.
- Create promotional materials for school events, ensuring consistent branding and messaging.
- Coordinate with event organizers to maximize communication impact.
- Develop and implement crisis communication plans in collaboration with the school's leadership team.



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QUALIFICATIONS:

- Bachelor's degree in communication, Marketing, Public Relations, or a related field.
- Knowledge of social media and digital marketing.
- Proven experience in communication roles, preferably in an educational or international school setting.
- Excellent writing and oral communication skills in both English and Mandarin
- Excellent communication and interpersonal skills.
- Other duties as assigned.

SCIS 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 SCIS 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.