Position: Communications Coordinator
Reports to: Communications Director
Key Responsibility: Content Creation
Location: ABA Oman International School, Muscat
Employment Type: Full-Time
Start Date: August 2024

Overview:
We are seeking a dynamic and creative individual to join our Communications team at ABA Oman International School. Responsibilities encompass the full spectrum of internal and external communication activities including: building ABA's brand reach, using insight to drive discussions and communications planning; and creating engaging content. This role requires digital marketing skills, including SEO, photography, videography, editing, and graphic design abilities, in addition to excellent writing skills.

Are you self-motivated, proactive, and resourceful? Do you work collaboratively and thrive in a fast-paced environment while juggling multiple projects effectively, and maintaining high standards with a sharp attention to detail? If you have the required skills and believe you are the right fit, join our team!

Key Responsibility Areas (KRAs):

To enhance ABA's local and global brand salience and strengthen relationships between the school and its constituent groups, including prospective families, current students and their parents, as well as alumni and other stakeholders.

- **Content Development:**
  - Enhance ABA's local and global visibility of the school through effective storytelling.
  - Produce multimedia content including videos, photos, graphics, and written materials for the website, social media, and other marketing materials.
  - Capture high-quality photos and videos of school events and activities daily.
  - Create highlight reels and photo albums for sharing on digital platforms.
  - Design visually appealing graphics and promotional materials.
  - Develop and manage a content calendar to ensure consistent and timely content delivery.
  - Write Press Releases for media publicity and promotion of ABA events and achievements.
• **Social Media Management:**
  - Implement, and manage our social media strategy across various platforms (Facebook, Instagram, LinkedIn, YouTube).
  - Plan and execute social media campaigns and create engaging content to promote the school's activities, achievements, and events.
  - Engage with the school community through social media interactions and respond to inquiries in a timely and professional manner.

• **Website Management:**
  - Regularly update and maintain the school's website with fresh content, news updates, and event information.
  - Optimize website content for SEO to increase visibility and engagement.

• **Analytics and Reporting:**
  - Monitor and analyze content performance using analytics tools.
  - Provide regular reports on content effectiveness and suggest improvements.
  - Use data-driven insights to adjust strategies and improve engagement and reach.

• **Collaboration:**
  - Work closely with the admissions and marketing teams to ensure cohesive messaging and branding.
  - Coordinate with teachers and staff to highlight various aspects of school life.
  - Plan and coordinate with various external and internal teams including the PTA and Booster club for community events.
  - Work closely with the Yearbook Committee to collate photos and content for the annual yearbook.

**Requirements:**

• **Education and Experience:**
  - Bachelor's degree in Communications, Marketing, Journalism, Digital Media, or a related field.
  - Proven experience as a content creator, social media manager, or similar role, preferably in an educational setting.
  - Demonstrated ability in photography, videography, and graphic design.

• **Skills:**
  - Excellent written and verbal communication skills.
  - Proficiency in using content creation tools and designing software such as Photoshop, Premiere Pro, Illustrator, Canva, etc.
  - Strong understanding of social media platforms and best practices.
  - Ability to create compelling visual and written content.
  - Knowledge of SEO and web traffic metrics.
  - Photography and videography skills.
• **Personal Attributes:**
  - Creative thinker with a keen eye for detail.
  - Ability to work independently and as part of a team.
  - Strong organizational and time-management skills.
  - Demonstrated adaptability, creativity and flexibility.
  - A lifelong learner willing to balance past experience with the demands of a new environment.
  - Ability to work in a fast-paced environment, on multiple tasks and projects simultaneously, ensuring on-time delivery, accuracy and end-user satisfaction.
  - Willingness to work extended hours depending on the nature of the event/project.
  - Culturally sensitive and aware, with the ability to engage with an international community.

The above describes the general nature and level of work. This is not intended to be an exhaustive list of all responsibilities and duties required as they are ever changing in a dynamic work environment.

**How to Apply:**

Interested candidates are invited to submit their resume, a cover letter detailing their experience and qualifications, and a portfolio of their work (including links to social media profiles managed, articles written, and multimedia content created) by **25th July 2024**.

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**About Us:**

ABA Oman International School is a not-for-profit, IB Continuum School, located at Madinat Al Irfan, Muscat. Founded in 1987, ABA provides a truly international education of the highest quality in a diverse and intercultural environment. Visit [www.abaoman.org](http://www.abaoman.org) to discover The ABA Way.

*This job description is designed to attract qualified candidates who can contribute to the school’s mission by enhancing its digital presence and engaging with the community through compelling content. For more information or questions, please contact Merrin James, Communications Director at [mjames@abaoman.org](mailto:mjames@abaoman.org).*