



Communications Manager

Job Description

(Revised in Sept 2024)

1. OVERVIEW

- 1.1. The Communications Manager is appointed by the Head of School.
- 1.2. The Communications Manager reports to the Head of Admissions and Marketing.
- 1.3. The Communications Manager is a full-time employee of Stonehill.
- 1.4. The Communications Manager is responsible for undertaking the planning and development of internal and external communications, including the website, bi-monthly newsletters and other member communications and publications.
- 1.5. The Communications Manager is responsible for cataloguing school events and unique classroom interactions.

2. EXPECTATIONS

It is expected that the Communications Manager will:

- 2.1. Demonstrate a strong commitment to Stonehill's mission, vision, and values.
- 2.2. Maintain up-to-date knowledge of industry best practices in communication and public relations.
- 2.3. Communicate effectively with all school constituencies as appropriate.
- 2.4. Be familiar with the operational practices and expectations of the school.
- 2.5. Adhere to school policies and guidelines.
- 2.6. Foster positive working relationships with colleagues and Senior Management
- 2.7. Foster positive working relationships with media representatives.

- 2.8 Ensure all communications and PR efforts uphold the school's standards and guidelines.

3. RESPONSIBILITIES & DUTIES

Key Responsibilities

3.1. Strategic Communication Leadership

- 3.1.1 Develop and implement comprehensive communication and public relations strategies that align with Stonehill's mission, vision, and core values.
- 3.1.2 Act as the primary conduit for all communications between the school and its stakeholders, ensuring clarity, consistency, and a positive public image.

3.2. Content Management and Delivery

- 3.2.1 Oversee the creation, management, and distribution of communication material, including bi-weekly newsletters and other publications; and ensure that the website has clear, accurate content at all times
- 3.2.2 Support the marketing and admissions teams with relevant content.
- 3.2.3 Contribute to the development and execution of marketing campaigns and initiatives.

3.3. Public Relations and Media Engagement

- 3.3.1 Build and maintain a relationship with the PR agency and handle press inquiries to enhance Stonehill's public profile.
- 3.3.2 Prepare press releases, and other PR materials to promote Stonehill's events, achievements, and initiatives.
- 3.3.3 Monitor media coverage and respond to any PR issues or opportunities.

3.4. Visual Documentation

- 3.4.1 Capture and archive high-quality photographs of key school events and unique classroom interactions.
- 3.4.2 Curate and manage a multimedia archive, selecting and organising the best images for distribution.

3.5. Stakeholder Engagement

- 3.5.1 Maintain effective communication with all school constituencies, including internal departments and external partners.
- 3.5.2 Ensure that external messages and important updates are shared appropriately and in a timely manner.

3.6. Operational Support

- 3.6.1 Coordinate with department heads to approve print requirements and professional design collateral.
- 3.6.2 Assist with content creation and collateral support as needed across departments.

3.7. Compliance and Collaboration

- 3.7.1 Adhere to school policies and guidelines, attending relevant meetings as required.
- 3.7.2 Obtain necessary approvals from the Head of School for mass communications and significant collateral projects.

3.8. Communication Processes

- 3.8.1 Regularly assess and improve communication processes to maintain accuracy and effectiveness.
- 3.8.2 Streamline communication workflows to enhance efficiency.
- 3.8.3 Monitor the quality of communication materials, ensuring they align with brand guidelines and meet established standards.

Key Duties

- 3.9. Coordinate the production of accurate internal and external communications, publications and materials.
- 3.10. Clear and ongoing communications to internal and external stakeholders
- 3.11. Develop, implement and maintain a “house style” in all written communication



- 3.12. Support marketing and admissions with content requirements and send relevant content to them.
- 3.13. Arrange photographer for employees' and students' pictures to be taken and given to IT team for ID Card preparation.
- 3.14. Send out all communication meant for mass audiences. E.g: Invites, announcements etc.
- 3.15. Ensure that all new parents receive important information on processes, guidelines etc., throughout the year.
- 3.16. Photograph and document all major school events as well as unique classroom interactions that showcase learning at Stonehill.
- 3.17. Support any collateral requirement from other departments.

The Job Description is a guide only and is not intended to be an exhaustive or exclusive list of duties of this position. It is a high-level overview of the role and is subject to review and modification by the Head of School at any time in response to the evolving needs of the school.