ROLE DESCRIPTION

MARKETING AND COMMUNICATIONS OFFICER

1. Position Objective

To always in an attitude of joy, contribute to effectively enhancing the performance of the Advancement Office through valuable Community Relations, Communications and Fundraising across our schools.

2. Reporting To

The position holder reports directly to the Director of Advancement (DA) and is responsible to the Executive Director.

3. Key Responsibility Areas

The duties relative to this position include:

a. Communication

- Assist the schools to identify, develop and facilitate effective communication strategies with stakeholders.
- Assist with the publication and distribution of regular school and group newsletters.
- Support the administrator/s of our websites and social media sites in keeping content relevant, current, informative and attractive.
- Assist with the implementation and maintenance of the correct Corporate Branding for our schools.
- Actively support the promotion of new school initiatives
- Under the direction of the DA develop and maintain school media kits
b. Alumni Liaison

- Acting as the point person for alumni inquiries, campus visits, correspondence, reunion planning, Alumni identification
- Maintaining current content and news on an Alumni website and managing alumni web inquiries
- Liaising with local and global alums to better support the needs of our alumni and build community
- Work towards coordinating, designing and publishing an annual Alumni and Community Magazine
- Overseeing Alumni database management
- Partnering with other school alumni coordinators on alumni issues/reunions
- Assist with the publication of and coordination of Alumni news journals
- Assist Alumni members to
  - remember the positives of their schooling years,
  - aim to meet others needs,
  - build community and
  - provide a return to their school community.

c. Advancement

- Play a key hands on role to assist the Advancement Office become an efficient, valuable team which provides a positive return to our schools and communities in many effective ways.
- Under the direction of the Director of Advancement coordinate the Event management of Advancement Office functions (E.g. school reunions, anniversaries, fundraising drives, promotion of school placements)
- To assist the office develop a perpetually growing stream of donors’ funds that will complement traditional school fee income.

d. Fundraising

- Effectively promote fundraising programs and drives through all suitable mediums.
- Under the direction of the DA develop an annual fundraising calendar
- Under the direction of the DA identify and source event/activity sponsorship requests.
e. **Administration**
   - Provide administrative support to school office/s as required
   - Formalise, organise, maintain and secure appropriate indexing and storage of the ‘official’ school photo libraries.
   - Assist with the organising, setting up and conduct of school functions as required.
   - Carry out other duties as required by the Executive Director or their delegate.

4. **Organisational Relationships**

   **Internal Liaisons:** Executive Director, Chief Operating Officer, Director of Advancement, Principals, Vice Principals, School teaching and non-teaching staff, the Schools’ Parents’ Associations, Parents, Students

   **External Liaisons:** current and future school supporters, Government departments and agencies, media, sponsors, suppliers, media, Alumni

5. **Accountability & Extent of Authority**

   The position holder must ensure that they operate in accordance with the specific objectives and strategies determined for the effective management of the Schools’ resources and ensure that decisions made by the position holder are subject to review by the Director of Advancement and fall within the policies set out in the Operational Policy & Procedures Manual.

6. **Skills, Knowledge & Selection Criteria**

   The skills and knowledge required to perform the duties of the position include the following:
   - Excellent interpersonal skills, being able to warmly and positively interact with all stakeholders of the Schools’ communities.
   - An ability to gain cooperation and assistance from the School’s community members.
   - Excellent written and oral English communication skills.
• Strong IT skills and be social media savvy to facilitate effective communication
• The ability to readily acquire knowledge and understanding of School specific functions, policies and procedures.

7. Qualifications

The qualifications and experience required for the position include:

• Appropriate degree(s) in Communication / Marketing or equivalent fields to Generations’ needs.
• Having valid experience within an international school environment would be an advantage

8. Management Skills

The required management skills include:

• Managing time, setting priorities, planning and organising one's work together whilst contributing effectively to the schools’ priorities.

9. Conditions of Employment

The conditions of employment for this position include:

• per individual contract

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