

# AMERICAN SCHOOL OF BOMBAY

## **JOB DESCRIPTION**

<b>SCHOOL/DEPARTMENT:</b>	Administrative Office
<b>SUPERVISOR'S TITLE:</b>	Director of Institutional Advancement
<b>POSITION TITLE:</b>	Communications Coordinator
<b>SALARY SCHEDULE:</b>	As per salary schedule.
<b>LENGTH OF CONTRACT</b>	Annual Contract

### **POSITION SUMMARY**

The Communications Coordinator is a new position which will serve a critical role in leading all internal and external communication as well as public relations and media activities for the school.

The Communications Coordinator will work collaboratively with the various stakeholder groups to ensure an integrated, compelling and effective image of ASB is experienced in the community.

### **COMMITMENTS**

ASB Mission and Core value guide his/her leadership.

We inspire all of our students to continuous inquiry, empowering them with the skills, courage, optimism, and integrity to pursue their dreams and enhance the lives of others.

#### ***We believe that...***

- Each person has equal intrinsic value.
- Embracing our interdependence is vital for community to flourish.
- All people have potential for growth.
- Mutual trust and respect are essential for healthy, enduring relationships.
- People are responsible for the choices they make.
- Internal motivation is the most powerful driver of learning and success.
- A balanced lifestyle is the essence of well-being.

### **POSITION/DUTIES**

- Develop and manage a comprehensive Communications Strategy for the school which

continually informs and updates stakeholders about our strategic goals, actions and activities.

- Lead and oversee the following areas:

**Publications:**

- Divisional Handbooks (ECEC, ES, MS, and HS)
- Community Calendar
- HS Profile
- IB Yearbook entry
- Holiday and Vacation Calendar
- ASB Viewbook
- Specified Stationery
- Other materials as specified
- Research the publications of other top international \ independent schools

**Marketing \ Website:**

- Print Media where necessary (press releases, articles, etc.)
- Website content management (for timeliness and consistency)
- Website visibility (SEO, SMO)
- Online Reputation Management (ORM)
- Social Technologies oversight in collaboration with Technology Director

**Public Relations:**

- Scan local and international news for articles pertaining to ASB
- Sharing online news content with appropriate internal constituents
- Recommend and \or respond to articles \news pertaining to ASB

**Advertising:**

- Prepare recruitment advertisements for TIE newspaper and ISS
- Other advertising as necessary

**Specials Events:**

- Consult on materials for school-wide specials events (passes, tickets, posters, etc.)
- Maintain database of guest speakers (speaker, contact details, ASB reference, etc.)

**Internal Communications:**

- Monitor all internal communications
- Ensure consistency of style of internal communications
- Recommend means of streamlining internal data flows for maximum reach and clarity
- Educate parents on ways and means to access information from the school
- With Human Resources, monitor communications to new faculty
- Prompt review of and update annual parent and faculty surveys

- Other unforeseen responsibilities as assigned by the Director of Institutional Advancement.

**KNOWLEDGE, SKILLS AND ABILITIES**

- Excellent verbal and written skills
- Web page and social media trends expertise desirable
- Ability to collaborate and work as a team.

- Knowledge of ASB organization and our community.
- Flexibility to adapt to various situations
- Excellent inter personal and leadership skills
- Organizational skills
- Additional responsibilities as assigned

**EDUCATIONAL QUALIFICATIONS/REQUIREMENTS**

- Bachelors Degree in Communications, Marketing or related field/ Masters in Business or related discipline preferred
- Proven Communications work experience in the either the business or education sector

**NOTE:**

There shall be a job description for employees of American School of Bombay. Such descriptions are meant to outline general responsibilities, to delineate lines of authority, and to assign certain specific tasks. Often it will be necessary to assist in something that is not specifically spelled out on one's own job description; or even to take over a task normally assigned to another individual. In such cases, it is essential that a spirit of willing cooperation be demonstrated. At the same time, job descriptions are to be kept in mind by all supervisors in assigning tasks. Adherence to the spirit, if not the letter, of such descriptions will make for a more congenial, productive atmosphere.