

Job Description

Purpose of the role

The Head of Marketing and Communications is responsible for the effective running of the Marketing and Communications Department of the School. As a member of the School Leadership Team (SLT) and leader of the BCIS Marketing and Communications (MarCom) department, the Head of MarCom leads a team that is the primary point of contact for all school enquiries and all outgoing communication. The Head of MarCom is responsible for the implementation of marketing and communication policies approved by the owner/ CEO and the Board, to manage marketing and external communication while ensuring a high quality of customer service that engages potential parents and the wider community in a highly competitive marketplace. The Head of MarCom ensures the team works towards securing the position of BCIS as one of the schools of choice in Phuket.

Reporting to: Head of School

Responsible for: Marketing and Communications Executive, Events and Project Manager

Key Relationships: Programme Principals, Admissions team, Head of IT, managers of the extra-curricular programmes, the Sports Centre and the Planetarium

Key Tasks

Internal and External Relations

- lead the Marketing and Communications team in developing, coordinating and administering all internal and external communications for BCIS;
- keep the internal community (teachers, staff and parents) informed of school events or updates, policy changes, announcements, important news, etc. and edit all communication materials created by internal staff;
- create and implement a plan of strategic external communications directed towards prospective parents, community partners and the general public, to include coordinating press releases, editorials, BCIS website content and graphics, and promotion of the school's image and brand;
- devise and implement approved projects aimed at enhancing internal and external communication with core constituents;
- serve as a unifying force and to position communications discussions at both the strategic and tactical levels;

- develops school's advertising for appropriate media outlets and manages the school's outreach and event calendar;
- develop and maintain relationships between the school, media and the community at large;
- oversee the administration of the BCIS Website (overall look, feel and content);
- lead Web related projects;
- promote the BCIS Sports Centre and Planetarium;
- promote school activities, camps and events;
- help drive enrolment by promoting the school in the best possible way to new parents;
- oversee the maintenance of open lines of communication to existing parents to ensure their concerns, complaints and compliments feedback are handled effectively, efficiently and in a timely manner, advising and supporting team members in this work;
- coordinate parent/community events in order to engage parents in school activities and celebrations;
- identify and anticipate the needs and requirements of new and existing parents;
- undertake regular surveys of parent views on subjects of relevance;
- provide stories and photographic material that promote the school's achievements; and
- assist with the development and the implementation of the school marketing strategy in conjunction with the Owner/ CEO.

Brand messaging

- maintain currency with mission, vision and values statements, priorities and overall school direction;
- identify communications needed to develop public relations image and positioning of school within Phuket, Thailand and the international community;
- conceptualize, develop and recommend marketing plans/ initiatives/ events, priorities and branding strategy;
- ensure consistency with BCIS policies, standards and directives

Media Relations (in conjunction with the Head of School and Programme Principals)

- proactively develop and maintain relationships between the school, media and the community at large;
- update leadership and management on local activities/ issues and prepare staff and board members for interviews;
- provide advice and guidance to leadership and management on public, media and community communications, methods and processes;
- organize relationship building initiatives with the media, update the media on events / promote stories, etc.;

Internal Communications

- Serve as the primary contact point for submissions for a wide variety of communication services (e.g. internal newsletters, summer school brochures, general marketing materials, teaching staff brochures, employee handbook);
- draft content, edit and coordinate production with the leaders/ managers responsible in those areas.

Marketing

- work with parent association and other groups;
- design, develop, edit, write and produce promotional and marketing materials with support from the Marketing and Communications Executive, photograph, feature and arrange for their release during campaigns and events, including the development of socially responsible and environmentally sustainable activities;
- work with external stakeholders to develop joint communications and media responses when required.

Public Affairs

- Set up and make the arrangements for news conferences, tours and interviews for visiting dignitaries, delegations, officials, private sector executives, general public, etc.

Supplier Coordination

- hire contractor using standardized contracts for communications services (for approval/ signature by Head of School);
- explain contract standards and requirements to contractors on the work site;
- monitor and approve work carried out by sub-contractors.

Archive Management

- oversee the organization and maintenance of files, photo catalogues, newspaper articles, reference materials, and audio-visual supplies.

Professional Development

- participate in the school, department and individual review process (School Self-Evaluation)
- exploit every opportunity for own professional development, sharing INSET opportunities with colleagues, as well as maintaining a comprehensive awareness of current developments and best practices in marketing and communications with particular reference to the international school context
- develop and maintain links with other international schools and relevant organisations
- attend such meetings, workshops and courses provided in school which support the School Improvement Plan
- participate in the whole school vertical meetings with all staff
- provide appropriate CPD/ professional learning for colleagues as needed

General

- participate in the organisation of extra curricula activities, and attend and participate in the organisation of school events, productions and sporting events when required

- take responsibility for Health and Safety matters for the area within which you work and report any matters that are a hazard; thus ensuring that adequate safety precautions are taken with the students
- follow the Safeguarding and Child Protection policy at all times
- be a role model for students and ensure adherence to the Staff Code of Conduct
- carry out other related duties as required by the School Manager and Owner/ CEO.

This job description summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the Owner/ CEO and School Manager. Further responsibilities may be delegated to this position from time to time.

Required Qualifications & Experience

Bachelors' Degree in Business, Communications or Journalism

-Prior experience in writing, editing and publishing communication materials in a public relations environment

-Excellent ability to develop and maintain internal and external relationships (e.g. Phuket media)

-Solid working knowledge of Thai culture and customs

-Sufficient experience to gain some knowledge of Website development using standard publishing software (e.g. Pagemaker, Dreamweaver, Contribute).

Some knowledge of coding, programming and editing; and a solid working knowledge of interactive Website maintenance where additional features are used (e.g. subscription services, online reservations, links to other applications)

-Working knowledge of office procedures and standard office equipment including personal computers, office software (e.g. MS Office-word, excel, powerpoint; desktop publishing, graphics) and camera equipment.

- Excellent organizational, interpersonal and communication (oral and written) skills

OR an equivalent combination of training and experience

Person specification

CRITERIA	QUALITIES
Qualifications and training	<ul style="list-style-type: none">• A degree appropriate to a business administration role, including marketing and communications• Professional development in preparation for a senior leadership role

Experience	<ul style="list-style-type: none">• Successful leadership and management experience in a school• Involvement in school self-evaluation and development planning• Line management experience, coaching and leading team members effectively to support their professional growth• Experience of contributing to staff development
Skills and knowledge	<ul style="list-style-type: none">• Data analysis skills, and the ability to use data to set targets and identify weaknesses• Understanding of high-quality customer care, and the ability to model this for others and support others to improve• Effective communication and interpersonal skills• Ability to communicate a vision and inspire others• Ability to build effective working relationships
Personal qualities	<ul style="list-style-type: none">• A commitment to getting the best outcomes for all team members and promoting the ethos and values of the school• Ability to work under pressure and prioritise effectively• Commitment to maintaining confidentiality at all times• Commitment to safeguarding and equality• High energy and maturity