

JOB DESCRIPTION: Marketing and Communications Consultant

PURPOSE:	To play a major role under the auspices of the Trustees and under the overall direction of the Principal in:
RESPONSIBLE TO:	Principal
SALARY/GRADE:	
WORKING TIME:	1 day a week

Summary of Responsibilities

Job Purpose:

To manage and execute all marketing, advertising and communications projects for SMMIS

MAIN DUTIES

To provide marketing, advertising and communications support in line with the ethos and vision of SMMIS:

- To develop and enhance the presence of SMMIS in the International School community in Singapore.
- To oversee the rebranding of SMMIS
- To develop and execute the communications strategy for SMMIS
- To ensure that SMMIS has a National and International online presence in the Jewish community and beyond
- To edit the weekly Newsletter
- To act as the school liaison with all communications to the community and beyond
- To update and enhance website content.
- To coordinate advertising and PR activity with the relevant media publications.
- Assist with the communication activities of school events, encompassing Jewish and General studies.
- Plan and execute programmes that enhance public perception of the school.

Other Specific Duties:

- To archive the life of SMMIS
- Any other duties as required by the Principal

Person Specification – Marketing and Communications Consultant

Person Specification for Marketing and Communications Consultant

A. Qualifications and Experience

- Degree or equivalent in Marketing and Communications
- 3 years or more experience in marketing and communications
- Experience of working in the International School system in Singapore would be an advantage

B. Knowledge, Understanding, Skills and Abilities

- Excellent written and verbal skills
- IT skills
- Experience with web content management tools
- The International school system in Singapore

C. Leadership/Personal Qualities

- A team player respected by others
- Ability to act quickly and sensitively under pressure, to keep calm in difficult situations, deal with stress and absorb pressure
- Ability to manage own workload appropriately, with the enthusiasm, stamina and passion to enthuse and motivate others with regard to all aspects of the education of the school.
- Open and constructive, accepting of feedback and always willing to learn
- Excellent interpersonal skills, a sense of humour and a willingness to make him/herself approachable to members of the school and the wider community; a 'can do' positive approach
- The ability to prioritise, evaluate and manage financial and human resources