

## DESCRIPTION

The Communications Manager plays a strategic role in telling the story of Dalat's rich heritage and bright future. Serving as a hands-on strategic communicator, the manager will work collaboratively with departmental staff and school leadership to create and share high quality content and messaging through various channels, connecting with our key audiences, such as parents, alumni, staff, and students, through targeted communication, special events and philanthropic endeavors. He/she works towards the advancement of Dalat International School in completing the great commission (Matthew 28:19, 20).

## PERFORMANCE GOALS

- A. **Leadership & Community:** Be a trusted and visible force in our Dalat community
- B. **Communication & Marketing:** Create efficient and effective communication tools for advancement
- C. **Archives:** Manage the school historical archives

## TASK INVENTORY

*This is a general list of most tasks and activities that the Communications Manager is typically responsible for over the span of an academic year.*

### Management & Leadership:

- Help to execute the mission and vision of the Advancement department in order to meet the strategic goals of Dalat International School
- Provide leadership, guidance and performance evaluation for the Multimedia Specialist, outsourced contractors and any others working on behalf of Advancement Department in a communications capacity
- Serve on the Campus Crisis Committee as the key communications officer

### Communication/Marketing

- Provide leadership and oversight of the Multimedia position, which is a strategic partner in achieving the Advancement department's communications goals
- Ensure the integrity of the school brand through Brand Management/Style Guide
- Maintain a viable and active marketing plan that is targeted and tactical
- Evaluate and coordinate all school signage, banners, and info channel
- Maintain and develop up-to-date promotional materials that target all stakeholders
- Maintain continuous and relevant two-way communication with all stakeholders
- Responsible for oversight of the school website
- Communicate to staff, students and parents on a regular and relevant basis through Dalat News and other communications channels
- Maintain up-to-date photo and video resources
- Ensure that school events are recorded through photo, video, and other means

- Collect school memorabilia for archival purposes
- Maintain the school social media presence
- Oversight for school swag and gifts sold through the school store, The Roost
- Facilitate the yearly updating of all school handbooks
- Gather the material and produce for the annual Results book for distribution
- Work with the Deputy Head of School on implementing and evaluating school surveys
- Work collaboratively with school leadership on the school calendar postings
- Assist with Event Promotion for Concerts, Art Shows, Drama

### **Archives**

- Manage the school archives in the Harbor conference room. Collect programs (hard copy and digital) for school events, handbooks, results books, etc. to place yearly in school-year binders (refer to list in Historical Archives in Dalat Depot)
- Label archival materials. Receive from alumni and parents gifts for the archives (e.g. books about Penang, photographs of former school campuses, etc.)
- Fulfill requirements of the Archive Policy and Procedures
- Manage the Historical Archives on the Dalat Depot. The archives include policy and procedure, digital documents, legacy wall documents by decade, memorabilia artwork, notables posters, photo archives, student enrollment records, and the time capsule
- Oversee the time capsule

### **Other**

- Provide support to the Director of Advancement in the execution of campus events, fundraising endeavors, and alumni outreach
- Performs other tasks as needed or requested by the head of school

## **REPORTS TO**

Director of Advancement

## **QUALIFICATIONS**

Required qualifications of the Communications Manager include the following:

- Bachelor's degree in communications, marketing, business or related field
- Superior verbal and written communication skills
- Successful hands-on execution of communications, social media and graphic design initiatives
- Competency in Microsoft Word, Google Suite, MailChimp, Excel, Canva, CRM
- Excellent time management skills with the ability to manage multiple projects and meet deadlines
- Experience in managing a team of creative partners
- Proactive builder of relationships
- Effective listening skills
- Committed to fulfilling the Great Commission (Matthew 28:9&10)
- Two year commitment

Preferred qualifications Communications Manager include the following:

- Background in education; previous experience at an international school preferred
- Overseas and cross cultural experience
- Possess an international driver's license