



**Stamford American**  
INTERNATIONAL SCHOOL

**JOB DESCRIPTION**

**Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.**

Position Title	Marketing and Communications Executive	Reference: AUG2024COMMS
Function/Department	Marketing and Communications	Location: SAIS Woodleigh
Manager Name & Title	Head of Marketing & Communications	
Position Type	Permanent	
Position Status	Full Time	

**Position Objective**

- The Marketing and Communications Executive will report directly to the Head of Marketing & Communications and will be based in Singapore.
- The Marketing and Communications Executive will be a core part of the Marketing and Communications team.
- As a proactive team player, the Marketing and Communications Executive will be responsible for social media user engagement, driving quality leads, and boosting the online reputation for SAIS.
- The Marketing and Communications Executive will be working collaboratively with the Head of Marketing & Communications, Marketing & Communications Executives, Graphic Designer and Event Executive as well as Divisions Principals and Teaching & Learning Heads.

**Responsibilities**

**The job holder’s responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, they must report any concerns to the School’s Designated Safeguarding Lead or to the Head or indeed to the Cognita Regional Safeguarding Manager so that a referral can be made accordingly to the relevant third party services.**

- **Social Media Management:**
  - Develop and implement comprehensive social media strategies to enhance the school’s visibility and engagement with the community.
  - Manage and grow the school’s presence across all major social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok).
  - Monitor social media trends, tools, and applications, and implement best practices relevant to the education sector.
  - Track and analyze social media metrics to optimize content performance and strategy.
- **Content Creation:**
  - Create high-quality, engaging, and visually appealing content for social media, including graphics, videos, and photography that reflect the school’s ethos and values.



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- Edit and produce video content for various marketing channels, ensuring consistency in brand messaging and quality.
- Write compelling copy for social media posts, blogs, newsletters, and other digital platforms tailored for prospective and current students, parents, and staff.
- **Campaign Management:**
  - Plan, execute, and manage integrated marketing campaigns that align with the school's objectives.
  - Collaborate with internal teams and external agencies to ensure seamless execution of marketing initiatives.
  - Monitor campaign performance and report on key metrics to stakeholders.
- **Brand Management:**
  - Ensure all marketing materials and communications adhere to the school's brand guidelines and maintain brand integrity.
  - Develop and maintain relationships with key media outlets, influencers, and community partners.
  - Manage PR activities and coordinate press releases, media kits, and other communications.
- **Community Engagement:**
  - Engage with the school community to gather content ideas and feedback.
  - Promote school events, achievements, and updates through various communication channels.
  - Foster a positive and inclusive online community for students, parents, and alumni.
- **Measure & Analyze to Establish ROI**
  - Audience Growth
  - Audience Profile
  - Audience Engagement
  - Content Reach
  - Engagement by Content-Type
  - Leads
  - Response Rate and Quality
  - Negative Feedback

Other duties and projects as assigned by the Head of Marketing & Communications, or such persons as the school may designate.

**Qualifications / Requirements**

Essential:

- Bachelor's degree in Marketing, Communications, Journalism, or a related field.
- Minimum of 2 to 3 years of experience in marketing & communications, with a strong emphasis on social media management and video/photo editing.
- Proven experience in creating and managing successful social media campaigns and softwares (e.g. Hootsuite, Mailchimp, etc.)
- Proficiency in video editing software (e.g. Adobe Premiere Pro, Final Cut Pro, After Effects, Capcut) and photo editing software (e.g., Adobe Photoshop, Lightroom).
- Strong understanding of social media analytics and tools.
- Excellent written and verbal communication skills.



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- Creative thinking and problem-solving skills.
- Ability to work independently and as part of a team in a fast-paced environment.

Desirable:

- Familiarity with content management systems (CMS) and email marketing platforms.
- Knowledge of SEO and digital marketing best practices.
- Familiarity with graphic design software (e.g., Adobe Illustrator, InDesign).

#### Contacts

- Direct reporting to the Head of Marketing & Communications. May work directly with the Managing Director, Operations, Director of Admissions and Marketing, Superintendent and Divisional Principals.
- Other support departments and External Vendors.
- Marketing and Communications colleagues at Stamford, other Cognita schools and the Cognita organization.

#### Working Conditions

- Duties performed mostly within a school environment.
- Will be required to work independently and as part of a collaborative team effort.
- Extended working hours to complete some projects may be required.
- Occasional evening and weekend work.

#### Terms of Employment

- Working Hours: 8:00 am – 5:00 pm, Monday to Friday
- Annual Leave: 21 working days
- Medical Benefits: Medical insurance provided where applicable
- Sick Leave/Hosp: 60 days hospitalization leave including 14 days sick leave
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background Check: Required

**Stamford American International School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Pre-employment background checks are mandatory and appointments are strictly subject to confirmation that all reference and background checks are completed to the satisfaction of Cognita, Stamford's parent organization.**

**We are an equal opportunity employer and disallow discrimination of age, ethnic origin, nationality, gender, religion, sexual orientation, family status, pregnancy, marital status, medical or mental health history, physical characteristics or disability. We welcome applications from all qualified candidates.**

**Please note that only shortlisted candidates will be notified.**