



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	Head of Communications	Reference: FEB2025COMMS
Function/Department	Communications	Location: Stamford
Manager Name & Title	Managing Director, Operations	
Position Type	Permanent	
Position Status	Full Time	

Position Objective

About Stamford American International School (SAIS)

Stamford American International School (SAIS) is a premium international school in Singapore, offering world-class education in a supportive, inclusive environment. With multiple graduation pathways and a commitment to academic excellence, we nurture well-rounded individuals who are future global leaders.

We are looking for a dynamic and strategic Head of Communications to lead our brand storytelling, communication strategy, and engagement efforts across all stakeholders—students, parents, faculty, and the wider Stamford community. You will own and drive the messaging that shapes our identity and influence across digital and traditional platforms. This is an opportunity to make a lasting impact by fostering a strong, engaged, and informed school community while ensuring Stamford American remains a top choice for international education.

Why Join Stamford American?

- Make a Difference – Shape the communications of a world-class international school.
- Empower & Inspire – Lead a talented team and drive impactful storytelling.
- Growth & Development – Join a collaborative, innovative environment with professional learning opportunities.
- Global Community – Engage with diverse cultures and perspectives in a truly international setting.

If you're a bold communicator, strategic thinker, and passionate leader, we invite you to apply and shape the future of SAIS's storytelling.

Responsibilities

The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom they are responsible, or with whom they come into contact will be to adhered 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.

Strategic Leadership & Brand Positioning

- Develop and execute a visionary annual communications strategy aligned with the school's mission, values, and strategic goals.
- Oversee and refine brand messaging to ensure consistent, compelling storytelling across all platforms.
- Act as a brand custodian, ensuring that all communications reflect Stamford's premium positioning and global



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appeal.

- Lead crisis communications in collaboration with the Incident Response Team and senior leadership.

Internal & External Communication Excellence

- Oversee the development and execution of high-impact communication materials, including newsletters, speeches, blogs, videos, and reports.
- Ensure smooth and effective parent communications, keeping families engaged and informed about key events, initiatives, and student successes.
- Manage the school’s official quarterly broadsheet, Stamford Pride, ensuring a balance between academic rigor and community storytelling.
- Serve as the key liaison for media relations, press releases, and external communication opportunities.

Digital & Social Media Engagement

- Lead the digital content strategy across social media platforms (Instagram, Facebook, LinkedIn, YouTube, TikTok) to enhance brand visibility and engagement.
- Oversee content creation—including photography, videography, and graphic design—to ensure Stamford’s story is told powerfully.
- Spearhead campaigns that drive enrollment, retention, and school spirit, aligning with the academic calendar and major school events.

Team Leadership & Development

- Manage and mentor a talented Communications Team, fostering a high-performance culture that encourages innovation and excellence.
- Provide creative direction and regular feedback to designers, writers, and social media specialists.
- Collaborate cross-functionally with Admissions, Marketing, Academics, and Student Leadership Teams to ensure integrated messaging.

Innovation & Growth

- Continuously evaluate and enhance communication tools, templates, and workflows for improved efficiency.
- Introduce new engagement strategies, leveraging insights from parent feedback, student experiences, and best practices in education communication.
- Lead the enhancement of the yearbook and internal branding materials, ensuring high-quality, timely delivery.

Position Requirements

Must-Have Skills & Experience:

- 10+ years of experience in communications, PR, or marketing, with leadership experience in a dynamic environment.
- A visionary leader with the ability to craft and execute compelling communication strategies.
- Exceptional writing and storytelling abilities with a strong grasp of brand messaging.
- Digital-first mindset, with expertise in social media, content strategy, and visual storytelling.
- Strong experience in crisis communications, media relations, and stakeholder engagement.
- A collaborative leader who can motivate and develop a high-performing team.

Preferred Experience:

- Experience in education, international schools, or high-profile brand communications.
- Familiarity with design software (Adobe Suite, Canva) and video production workflows.
- Understanding of SEO, analytics, and social media performance metrics.



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Qualifications

- Bachelor's degree
- Experience in an educational industry, servicing a multi-national clientele is an advantage.

Working Conditions

- Duties performed mostly within a school environment and across two campuses.
- 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/Hospital Leave: 60 days hospitalization leave including 14 days sick leave
- Probation Period: 3 months from date of commencement
- Referee request: Required
- Background Check: Required

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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.