

# Nanjing International School

## Job Specification

**POSITION:** Communications Coordinator  
**DEPARTMENT:** Operations and Finance  
**REPORTS TO:** Head of Communications and Marketing

**SUMMARY:** The Communications Coordinator is an administrative role that supports the Communications & Marketing Department in executing and monitoring communications and marketing strategy as outlined in the NIS Integrated Communications and Marketing Strategy 2021-2024. The key relationships for this role include close working relationship with Admissions, all faculty, and staff at NIS, as well as school photographer and other outside vendors as needed.

### CORE COMPETENCIES:

- High level of *Planning and Personal Organisation*
- Clear and accurate *Communication* both verbal and written in English and Chinese.
- To be *motivated, committed and reliable*, approaching all tasks with enthusiasm and accuracy, seizing opportunities to learn new skills or knowledge in order to improve your personal performance.
- Able to show initiative.
- To maintain a high *customer service focus* by approaching the job with the customers always in mind.
- To be *flexible*, responding quickly and positively to changing requirements including the performance of any tasks requested.
- To maintain high *team focus* by showing co-operation with and support of colleagues in the pursuit of team goals.

### RESPONSIBILITIES:

- **Strategic:**
  - Work closely with the Head of Communications and Marketing to support development and execution of departmental projects, campaigns, and other initiatives.
  - Working closely with Head of Communications and Marketing, support Admissions to fill their communications and marketing needs.
  - Manage event coverage of school and visual media marketing needs, working closely with our photographers as well as faculty and staff so that turnaround is quick, high quality, and comprehensive.
  - Working with designer, manage small design projects as needed
  - Support article and other communications and marketing material creation with interviews and first-round brainstorming.
  - Support and help manage all departmental events and other school events from a communications or marketing position.

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- Work closely with Head of Communications and Marketing to manage and support school social media efforts on WeChat, LinkedIn, Twitter, Facebook, Instagram, and website. Maintenance of content calendar.
- Manage and support creation and rollout of Weekly Bulletin, as well as any other school-wide communications sent out via Finalsite Messages.
- Limited website support with content updating and other needs.
- Broad support for NIS alumni communication efforts.
- Assist Head of Communications and Marketing with any other projects or requests as needed.
- **Administrative:**
  - Assist with reporting and data analysis; monitor competition and market situation. Manage organization and updating of brand assets, such as marketing photos and in-house social media videos. Manage Marketing section of Vidigami.
  - Assist with all departmental administrative needs, including but not limited to budget, payment, liaising with vendors, groups, and organizations.
  - Manage staff bio updates, including information and photos.
  - Provide translation for communications and marketing materials as needed.
  - Assist in brand gatekeeping and policing, as well as trainings and updates.