



International School of Kenya
Empowering students to create solutions for tomorrow's challenges

ISK JOB DESCRIPTION / RECRUITMENT PROFILE

Communications & Marketing Coordinator

Mission: *ISK inspires and nurtures passion, creativity and ambition in pursuit of a better world.*

Vision: *Empowering students to create solutions for tomorrow's challenges*

Reports To: Director of Community Relations & Advancement

Scope of Responsibilities:

The Communications & Marketing Coordinator is responsible for fulfilling ISK's internal and external communications and marketing goals as outlined in ISK's Communications Plan. The role entails creating and maintaining systems for connecting with the community, in particular the alumni community and she/he works closely with the Director of Community Relations & Advancement and the Admissions Manager to achieve these goals.

Specific Responsibilities:

- Ensure that current ISK marketing and promotional materials are up to date and available to various stakeholders and key contacts
- Ensure that ISK is visible and well regarded in the community of international teachers, by writing or soliciting articles for international newspapers and publications (TIE, NewsLinks, IB World, etc.)
- Work closely with the Director of Community Relations and Advancement to manage and update ISK's Communications Plan, including implementation of a wide range of media and communications opportunities
- Ensure articulation of ISK's desired image and position, ensuring consistent communication of that image and position to both internal and external audiences
- Work closely with the Director of Community Relations and Advancement to produce all ISK publications including, but not limited to, *The Link*, the monthly alumni newsletter, annual report, and promotional materials
- Work closely with the Director of Community Relations and Advancement to ensure that ISK's website and Internet presence is up to date and of high quality
- Ensure that ISK gets frequent, favourable press coverage of its events and activities, both locally and internationally
- Monitor and update the school's social media, e.g. Facebook/Twitter/LinkedIn/YouTube

- Update and maintain the history of ISK
- Support the Admissions Manager in planning and implementing student recruitment strategies
- Communicate proactively with the community and advise the Director of Community Relations and Advancement on PR opportunities or threats to specific messaging
- Attend school events and meetings to stay current with school programs and culture
- Work closely with the Director of Community Relations and Advancement to maintain the alumni network through regular communication and promotion of alumni activities that keep members engaged in school life, including fundraising
- Monitor and update the school's alumni platform, ISK Connect
- Plan events locally that engage alumni, friends and business partners
- Coordinate the Facilities Use program for school facility usage and rentals
- Oversee the purchase and sale of ISK promotional items
- Work closely with the Director of Community Relations and Advancement to plan, coordinate, and implement major school events. This includes collaborating with assigned event teams to develop the look and feel of the event, source equipment, material, food and beverage, and décor. Submit a post event report as required.
- Keep informed about marketing and communications efforts at other international schools and use this information to help ISK operate with initiative and innovation
- Assume other duties as needed to fulfil the scope of the role, or as requested by the Director of Community Relations and Advancement

Required Qualifications, Skills and Qualities:

- Bachelor degree or relevant experience in marketing/communications and/or English
- Experience and demonstrated success in public relations
- Outstanding verbal and written communication skills
- Outstanding collaboration and interpersonal skills
- Demonstrated success working in a culturally diverse organization
- Proficient with Word, Excel, and Google Docs and familiarity with communications and presentation tools
- Experience developing and/or maintaining a website
- Social media savvy
- Knowledge of ISK, Kenya and the Nairobi business community
- Multilingual, including fluency in Kiswahili
- An energetic, optimistic, efficacious attitude to life and work
- Has a professional and ethical approach to work
- Commitment to continuous personal growth
- A passionate commitment to ISK's Mission, Vision and Educational Aims

Preferred Qualifications, Skills and Qualities:

- Masters diploma or higher qualification in marketing or communications
- Proficiency in graphic design and a variety of graphics software, communication and presentation tools
- Experience in communications, community and alumni relations

EDUCATIONAL AIMS

We strive to develop globally minded students who actively learn, create, solve and engage in the world.



Empowering students to create solutions for tomorrow's challenges