

The American School of Guatemala, October 1, 2018  
Internal and External Communications Manager

**Job Description:** Internal and External Communications Manager (internal and external communications)

**Reports Directly to:** The Chief Advancement Officer

**The Advancement Team:**

- Admissions Officer
- Development Officer
  - Alumni/Events Manager
- Communications and Marketing Officer
  - Web Master and Designer

The Internal and External Communications Manager reports directly to the Chief Advancement Officer but works highly collaboratively with all members of the Advancement Team from Communications to Development and Admissions, and with the Educational Leadership Team to ensure messages support the strategic direction of the school and represent the school's value proposition.

The Communications Manager is responsible for supporting the Chief Advancement Officer in carrying out a marketing strategy aligned with the school's vision and values and delivering on it through internal and external communications.

The CM is a member of the School's Advancement Office, which includes admissions, development, alumni, events and volunteer stakeholders (APM), and will work closely with leadership, faculty, parents and board of trustees.

**General Responsibilities of the CM:**

- Execute programs that enhance the visibility and public perception of CAG
- Organize communication activities that support the admission, marketing and development objectives of CAG
- Ensure clear and transparent communication between & amongst all constituencies of CAG
- Plan a communication calendar for the year, as well as support the planning of releasing information.

**Specific responsibilities**

- Manage, contribute and maintain all content for the School website
- Produce and distribute electronic newsletter to current parent body
- Assist in distribution of email blasts as needed for Admissions, Development and Front Offices • Manage message calendar for electronic communications from General Manager
- Manage media relations, including writing and distributing press releases and cultivating relations with local media
- Schedule photographer for on- and off-site school events; maintain the archival photo library for all CAG events (Vidigami)
- Review the production of all school publications, including the Handbooks, event invitations and programs, Parent Council invitations, etc.
- Align all marketing messages for camps, admissions, activities, etc..

- Collaborate with Admissions Office on admissions-themed messages and marketing materials, events, tours, information sessions and relationships.
- Build relationships with other schools and ensure CM is on shared links and chats related to CAG and CAG affiliations.
- Collaborate with Development Office on development-related electronic and print educational brochures, solicitations, and stewardship pieces, including alumni newsletters and the Annual Report
- Liaison with the Board of Trustees' in reference to public relations and its members on annual objectives
- Manage school's relationships with outside website vendor, photographers, graphic designers and printing firms
- Collaborate with the Admissions and Development Offices to develop and direct all integrated social media efforts
- Working with the CAO, conducts demographic and market research as needed
- Create a deeper level of branding for the School across all media and audiences
- Update existing marketing plan as needed with strategic long-term and tactile short-term objectives
- Develop and manage and plan Communications budget including all advertising expenses for the CAO
- Maintain common editorial and graphic standards across school publications for branding reputation and integrity
- Coach colleagues (ELT) in marketing, writing, publication skills
- Write grants and support, edit and review academic publishing and presentations.
- Be well versed in the core business of the school and have the ability to find stories that illustrate the value proposition, mission and speak to the interest of our stakeholders.
- Can develop a written and visual story that is compelling in the national and international market.
- Support in the development of presentations (branding and look)

**Successful candidates will have the following qualifications**

- Minimum Bachelor's degree in Communications, Marketing, Writing, or related field
- Bilingual written Spanish/English
- Experience in marketing, communications or public relations, grant writing
- Excellent writing and editorial skills, as well as an eye for publication design
- Ability to create content as well as identify and generate creative story ideas
- Skilled in traditional branding techniques
- Strong organizational and time management skills
- Can think quickly and demonstrate critical thinking in times of emergencies and need for quick response.
- Excellent interpersonal skills; ability to collaborate widely with various constituencies throughout the School's community
- Strong technical skills and can communicate across various platform, with the appropriate tone, depth and brevity.