



**AMERICAN COMMUNITY SCHOOL**

OF ABU DHABI SINCE 1972

## **JOB DESCRIPTION**

**POSITION:** Director of Communications

**REPORTS TO:** Superintendent

**JOB CLASSIFICATION:** Operational Leadership

**CONTRACT DAYS:** 200

**WORKING HOURS:** Monday through Thursday from 7:45 AM to 4:30 PM and Fridays from 7:45 AM to 12:30 PM.

**SALARY SCALE:** Starts at AED 250,000/year, additional benefits including a tuition waiver.

## **POSITION SUMMARY:**

The Director of Communications is pivotal in enhancing the school's visibility, reputation and engagement with various stakeholders. This individual will lead the development and execution of comprehensive communication strategies to effectively convey the school's mission, values, strategic plan and achievements to diverse audiences. This role collaborates closely with internal teams and external partners to ensure consistent and compelling messaging across all communication channels.

The Director of Communications reports to the Superintendent and collaborates closely with all members of school leadership to achieve communications goals.

## **PRIMARY AREAS OF RESPONSIBILITY:**

- **Strategic Planning:** Develop and implement a strategic communications plan aligned with the school's mission, strategic plan, goals and priorities
- **Brand Management:** Maintain and enhance the school's brand identity, ensuring consistency in messaging, tone and visual representation across all communication channels
- **Content Creation:** Oversee and create engaging content for various platforms, including website, emails, presentations, social media, newsletters, press releases and marketing materials
- **Internal Communication:** Facilitate and support effective communication within the school community, helping to keep faculty, staff, parents and students informed about key developments, policies and events
- **Merchandise Development:** Conceptualize and coordinate the production of branded merchandise such as stationery and accessories to promote school spirit
- **Website Management:** Manage the school's website, ensuring it is up-to-date, user friendly and aligned with the school's branding and messaging
- **Data Analysis:** Utilize data analytics tools and methodologies to track and analyze the performance of communication efforts, informing decision-making and strategy refinement
- **Budget Management:** Manage the communications budget effectively, allocating resources appropriately to maximize impact and return on investment



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### **SKILLS AND QUALIFICATIONS:**

- Bachelor's degree in Marketing, Communications, Digital Media, Journalism, PR or related fields
- Five years of experience in communications leadership roles
- Creative mindset with a keen eye for design and storytelling
- Exceptional written communication skills, with the ability to craft clear, persuasive messages for diverse audiences
- Strong strategic thinking and planning abilities, with a track record of developing and executing successful communication strategies
- Ability to thrive in a fast-paced, dynamic environment and manage multiple projects simultaneously
- Strong creative copywriting skills in English
- Powerful proficiency in social media, marketing, repurposing content, editing and copywriting
- Technical knowledge and understanding of social media platforms, website content management systems and analytics
- Proficient photography skills
- Commitment to ACS's mission and core values