

# SHANGHAI AMERICAN SCHOOL

## JOB DESCRIPTION

**TITLE:** COMMUNICATIONS COORDINATOR, LOCAL HIRE  
**SCALE:** Expat Support Staff Salary Scale  
**CONTRACT DAYS:** 210

### POSITION SUMMARY

The Communications Coordinator supports the Marketing and Communications team in communications activities, including writing and editing for the official school publications including the school magazine (*Ascent*), social media platforms, and school publications. In addition, the Communications Coordinator is responsible for campus event photography, assisting with special events within the Advancement Department and acts as the information hub for campus activities.

### SUPERVISED, EVALUATED BY & REPORTS TO:

Communications Manager

### QUALIFICATIONS:

- Prefer a university graduate; a major in communications, journalism, public relations, or related field is a bonus.
- Fluent in written and spoken English.
- Demonstrated experience and skill in marketing, communications, or public relations.
- Creativity and ability to translate vision into concrete words and images.
- Strong attention to detail.
- Excellent interpersonal and organizing skills.
- Ability to handle numerous assignments simultaneously and bring to completion.
- Proficiency with Microsoft Office programs: Word, Excel, and PowerPoint. Skill in page layout programs and other software a bonus.
- Video skills and social media savviness is a bonus.

### PERFORMANCE RESPONSIBILITIES:

- Manages specific projects from start to finish, working with content provider and graphic designers.
- Serves as point of contact for departments requiring communications services on one campus.
- Creates content for official school publications including, but not limited to, social media platforms, *Ascent* magazine, and other content channels as assigned.
- Develops relationships and communications channels schoolwide as needed to be up to date on school and divisional activities.
- Contributes to the management of an internal photo database for marketing and communication purposes.
- Helps ensure high standards of quality in all print and electronic communications.
- Other duties as assigned.

### SAS BELIEVES:

- That each employee makes a significant contribution to our success.
- That contribution is not limited to the assigned responsibilities.

Therefore, this position description is designed to outline primary duties, qualifications and job scope, but not limit the employee nor SAS to only the work identified. It is the expectation of the School that each employee will offer his/her services wherever and whenever necessary to ensure the success of our organization.