



PERSON & POST SPECIFICATION

Role:	Director of Communications
School:	Whole College
Hours:	Full-time
Contract:	3 years, to start from August 2020
Classification:	Administration
Responsible to:	Head of College
Responsible for:	Communication with responsibility for some aspects of marketing

Dulwich College believes that each employee makes a significant contribution as an individual and as part of our workforce team to the on-going success of our College. Therefore, this post specification is designed to outline primary responsibilities, but not limit the employee nor Dulwich College to only the work identified. It is the expectation of the College that each employee will offer his/her services wherever and whenever reasonably required, to enable the best outcomes for our students and contribute positively to the overall reputation and development of our organisation.

DULWICH COLLEGE SHANGHAI PUDONG'S

STRATEGIC INTENTIONS

**To create the best schools in the world,
so our students make a difference to the world**

STUDENTS COME FIRST	ONE FAMILY OF SCHOOLS	PIONEERING SPIRIT
<ul style="list-style-type: none"> Students' development is prioritised through challenging programmes within our safe and respectful environment, which nurtures their overall wellbeing, enabling them to achieve their academic potential. 	<ul style="list-style-type: none"> Students, staff, and parents work collaboratively in our diverse and international community, in order to have a global perspective and be positive, compassionate contributors to society. 	<ul style="list-style-type: none"> Students have open and inquiring minds, and are encouraged to be creative, innovative, and reflective. As a result, students develop the knowledge, the courage, and the resilience to contribute effectively and confidently to an ever-changing world.

POST-HOLDER DESCRIPTION OF GENERAL RESPONSIBILITIES

The Director of Communications oversees all aspects of internal and external communications, which includes some aspects of marketing. The successful candidate will develop and lead an integrated communications and marketing strategy that is focused on the retention of our current clients and building the reputation of the College in accordance with our values. They will be a key external and



internal spokesperson for the College, accountable for the College's reputation, pre-empting issues and leading crisis communication.

The Director of Communications will engage with a breadth of stakeholders (partners, parents, students, staff, media), leading through the line advertising and communication campaigns. As guardian of the school's brand, they will be accountable for the content strategy and how this is executed across paid, owned and earned channels, supporting school growth and strong advocacy within the College's communities.

The Director of Communications is a member of the College Leadership Team (CLT). The CLT has joint responsibility for the overall direction and success of the College whilst having their own area of responsibility.

POST-HOLDER **DESCRIPTION OF SPECIFIC RESPONSIBILITIES**

The core emphasis of this role is communications with marketing, related to retention and reputation.

Integrated Communications with marketing

- Localise and execute the Group communications and marketing strategy and guidelines
- Provide strategic counsel to CLT and internal stakeholders across a breadth of communications and content issues and needs relating to external and internal audiences
- Own and implement the College content strategy and roadmap
- Own and implement advertising campaigns, including online and offline (including SEM), to build the reputation of the College and its values amongst the target audience
- Strategise and implement a multi-channel framework including website, social media channels and communications platforms targeted at key stakeholders (eg. parents), that is constantly adapted to face changing stakeholder utilization
- Measurement and evaluation of communication and marketing activities to constantly improve and drive effectiveness
- Support development of content across all College communication channels (earned, owned and shared), partnering with different College stakeholders as appropriate
- Drive the College's media relations plan through creation of news stories and media engagements (interviews, press events, networking sessions)
- Ensure newsletters, other publications and modes of communication are engaging, on-brand and reflect Dulwich codes of practice
- Brand stewardship and overseeing of marketing services processes to support design requirements within the College community

Crisis Communications Preparedness and Management

- Lead on strategy and content development to manage issues or crises at the College
- Anticipate and advise on potential issues
- Develop plans to attenuate and manage issues
- Work with the Group Director of Communications to tailor crisis communications protocols and templates for local implementation

Stakeholder and Community Engagement

- Develop communications strategy to drive parent engagement and support parent body (Friends of Dulwich) communications
- Identify improvement measures and supporting KPIs in tandem with the parent communication experience
- Lead a strategic programme of community outreach to strengthen College advocacy and community betterment



- Represent the College at media industry events to drive brand support with the media influencer set

You will be line managed by the Head of College

SAFEGUARDING **STATEMENT**

Dulwich College International is committed to safeguarding and promoting the welfare of all the students in our care and expects all applicants to share this commitment. We follow safe recruitment practices, which are aligned to the recommendations of the International Task Force on Child Protection. We hold ourselves to a high standard of effective recruiting practices with specific attention to child protection.

All appointments are subject to an interview, identity checks, criminal record checks, successful references, as well as due visa and work permit process as required by Chinese law.



PERSON SPECIFICATION

Note to Applicant: In your application, please provide evidence of meeting all points on the person specification, particularly those marked 'essential'.

CRITERIA	KNOWLEDGE AND SKILLS	METHODS OF ASSESSMENT
Qualifications and Training	Essential <ul style="list-style-type: none"> • Degree in communications, journalism, public relations, English, or writing-intensive discipline • PGCE or equivalent in related subject • Evidence of commitment to continued professional development 	A A A I
	Desirable <ul style="list-style-type: none"> • Further qualification in marketing 	A
Experience	Essential <ul style="list-style-type: none"> • Proven experience in developing a communications plan/strategy in line with Group direction • Deep relationships with local and international media based in your market • Experience in leading crisis communications • Familiarity with website content management and design, online tools and software for editing video, photos, and audio • Experience of managing internal and external production personnel in areas of print, photography, web presence, video production, and copywriting • Relevant experience in communications (writing, editing, journalism, consulting and/or public relations) with a minimum of 3 years in a management role 	A I A I A I A I A I A I
Skills/Abilities	<ul style="list-style-type: none"> • Excellent writing and editing skills in English and Chinese languages • Sound understanding of social media platforms with ability to create compelling content across a variety of platforms • Project management skills with strong attention to detail • Respect for and understanding of Education • Excellent time management and organizational skills 	A I A A I A I I



	<ul style="list-style-type: none"> • Ability to maintain absolute confidentiality and the integrity related to all aspects of information disseminated within or external to the Group • Strong communications skills with ability to connect effectively with a diverse set of stakeholders from school senior management team to partners and parents in both one-on-one and group settings • Proven success of leading a team of communications experts, and working with and coaching leaders • Ability to adapt and work independently, inter-College and as part of project-based teams, as required 	
Commitment	<ul style="list-style-type: none"> • An understanding of and a personal commitment to uphold and promote the vision, values and ethos of DCI and DCS Pudong, and a commitment to ensure that all aspects of the communications program are always aligned 	I
Other	<ul style="list-style-type: none"> • Self-motivated, flexible, with a positive mindset • Well-presented, smart, and professional appearance 	I I

* Key to Assessment Methods: A - Application, I - Interview



DCSPD Values & Behaviours

DCSPD's culture is a reflection of our core values. We live our values in everything we do. Our behaviours reflect our values as follows:

WORLDWIDE
<ul style="list-style-type: none"> • We build bridges to the world to make a positive difference • We care for one another, our communities and our planet • We are connected • The future is always one step ahead, yet we are already equipped with the skills, courage, and compassion to navigate it with confidence

STUDENTS COME FIRST	ONE FAMILY OF SCHOOLS	PIONEERING SPIRIT
<ul style="list-style-type: none"> • We exist to serve our students. Every decision driven by their wellbeing. We inspire every student to turn their dreams and ambitions into personal bests. • We take ownership of our learning. Find ways to bring it to life. To give quality feedback and make every moment count. 	<ul style="list-style-type: none"> • We leverage our diversity, embrace our global family. We accomplish what a single person or school alone, cannot. • We draw on our collaborative spirit, our collective talents. To take new ideas and turn them into real opportunities. 	<ul style="list-style-type: none"> • We are proud of our tradition of innovation. We have the humility to question our way of doing things. We are open to the potential of change. • We do not fear mistakes. We learn from them and leap forward. • We will take the path less travelled. Because we see what others don't. We take moments to reflect, to shape the journey ahead.

DCI Leadership Capabilities

At DCI, we have 7 leadership capabilities of success, regardless of job role. These are derived from our Core Values, Education and People strategies that are critical both now and for the future. They describe the expectations of employees to enable and achieve high levels of performance.

Innovation and change agility

Drive and promote innovation among the Dulwich community, fostering a culture where staff and students continually develop impact-driven ideas and practices, learn from mistakes and demonstrate a readiness to adapt to the future.

Strategic thinking and focus

Develop and implement strategies to enable the achievement of DCI's strategic objectives, create alignment around the shared vision and values, and use new ways of thinking to respond appropriately to existing or potential problems and opportunities.

Living learning

Demonstrate a commitment to continuous capability development and professional lifelong learning for self and others, encouraging active development and application of new knowledge and skills across Dulwich.

Nurturing community

Cultivate trusted, respectful and constructive relationships with staff, students, parents and other stakeholders to create a collaborative and cohesive Dulwich community which focuses on achieving the shared strategic objectives of the global family of schools.

**Cultural responsiveness**

Demonstrate an understanding of diversity in norms, values, beliefs, customs, and points of view to create culturally responsive practices which positively manage differences, leverage diversity of thought and align with DCI's core values and strategic objectives.

Pedagogical leadership

Demonstrate an understanding of the philosophies that underpin the teaching and learning processes in Dulwich to develop practices, systems and structures which drive excellence within the learning environment and promote students' development

Reflective thinking and inquiry

Drive and promote reflection and inquiry among the Dulwich community, fostering a culture where staff and students continually self-evaluate to develop new objective-driven ideas and practices for continuous improvement.