



# Woodstock School

## JOB DESCRIPTION

### Communications Officer

**JOB TITLE:** Communications Officer

**REPORTING TO:** Director of Admissions and Communications

**COLLABORATES WITH:** All other departments at Woodstock School

#### PURPOSE OF THE JOB:

To support the Director of Admissions and Communications in:

- Communicating the story, mission, and values of Woodstock School to key stakeholders, including parents, students, staff, prospective families, alumni, Board members, and the wider community.
- Managing and developing key communication channels, including newsletters, social media platforms, website content, SharePoint, email communications, video content, and publications.
- Supporting strategic marketing initiatives that strengthen the visibility and reputation of Woodstock School.
- Maintaining consistent brand identity and communication standards across all platforms.
- Establishing and monitoring departmental budgets and communication-related projects.
- Demonstrating Woodstock School's Calling and Guiding Principles in all aspects of work and decision-making.
- In both pastoral and professional ways, exemplify [Our Calling](#) by working in a way which [Elicits Greatness](#) and make decisions that align with our [Guiding Principles](#). To know more, please visit [About Woodstock](#).

#### DUTIES AND RESPONSIBILITIES:

##### Communications and Storytelling

- Write, edit, and publish compelling stories, articles, newsletters, captions, and community communications.
- Identify and develop stories that reflect the life and mission of Woodstock School.
- Capture photography and video content to support school communications and marketing initiatives.
- Develop and manage social media content and engagement strategies.
- Create marketing and promotional materials aligned with school branding.
- Support admissions, advancement, and school-wide events through effective communications and storytelling.

##### Communications Platforms and Publications

Manage content planning, production, and publication for:

- Parent newsletters
- Staff newsletters
- School-wide communications and mailings
- Woodstock School website
- SharePoint platform
- School yearbook

- Social media platforms including Facebook, Instagram, LinkedIn, and YouTube

Additional responsibilities include:

- Managing the Communications and Marketing email inbox.
- Maintaining and periodically updating Woodstock School branding guidelines and toolkit.
- Ensuring consistency of institutional voice and visual identity.

### **Collaboration and Partnerships**

- Collaborate with departments across the school to support communication and marketing needs.
- Provide strategic communications support, writing, editing, graphic design, photography, videography, audience engagement, and event support.
- Support and help coordinate the annual TEDx Woodstock event.
- Assist with media relations and external communications.
- Manage digital and print advertising initiatives, including Google Ads and social media advertising.
- Prioritize support for Admissions and Advancement & Alumni Relations initiatives.

### **Student Engagement and Safeguarding**

- Work closely with student interns and student contributors.
- Mentor and support students participating in communications projects.
- Maintain professional boundaries and model respectful, ethical behaviour.
- Uphold Woodstock School safeguarding policies and expectations at all times.
- Create a safe, supportive environment that encourages student learning and participation.

### **Budget and Program Management**

- Assist with communications and marketing support for Summer at Woodstock programs.
- Support the establishment, monitoring, and management of departmental budgets.
- Track communications projects and resource allocation effectively.

### **Community Participation**

The Communications Officer is expected to:

- Participate in staff orientation, meetings, and professional development activities.
- Support Activity Week and other school programs as required.
- Uphold and support Woodstock School's Religious Life Policy.
- Participate in committees and community initiatives.
- Contribute actively to the broader life of the Woodstock School community.
- Engage in annual performance evaluation and professional growth processes.

### **QUALIFICATIONS AND SKILLS:**

#### **Required Qualifications**

- Bachelor's degree in Marketing, Communications, Journalism, Public Relations, or a related field.
- Minimum three years of professional experience in communications, marketing, journalism, public relations, storytelling, or content creation.

- Experience managing digital communications and social media platforms.
- Excellent written and spoken English communication skills.
- Experience creating content across multiple formats, including written, visual, and digital media.
- Ability to produce graphic design, photography, videography, and written communication materials.
- Demonstrated ability to work collaboratively within a team environment.

### **Preferred Qualifications**

- Master's degree in a related field.
- Experience working in an educational institution, international school, or community-based environment.
- International experience in a multicultural setting.
- Experience managing departmental budgets.
- At least one year of leadership or supervisory experience.
- Proficiency with Canva, Microsoft Office Suite, Adobe Creative Cloud (including Photoshop, InDesign, Acrobat, and Premiere Pro), and Mac OS.

### **Desired Competencies**

- Strong writing, editing, and proofreading skills.
- Excellent attention to detail.
- Ability to tell authentic and engaging stories.
- Strong visual communication and content creation skills.
- Effective planning, prioritization, and project management abilities.
- Ability to manage multiple deadlines simultaneously.
- Strong interpersonal and collaboration skills.
- Emotional maturity, professionalism, and sound judgment.
- Understanding of safeguarding responsibilities and professional boundaries.
- Flexibility to work occasional evenings, weekends, and outdoor programs when required.
- Commitment to Woodstock School's mission, values, and community life.