

COMMUNICATIONS MANAGER

JOB DESCRIPTION

Primary Objective of Role

As part of the Marketing and Communication team, the Communications Manager will deliver a front-facing customer service experience to all stakeholders with the support of the front office.

A restructured role within the College, this position will be instrumental in supporting the delivery of the outcomes of the communication strategy in addition to a first-class customer service delivery to all stakeholders. This post is focused on both internal and external communications, as well as stakeholder engagement. With a strong focus on customer experience and an understanding of the department's critical role in the customer journey, the Communications Manager will be ably supported by a team of five. Given the strategic focus on the College's communications, there is an opportunity to shape the department to fully embrace the College's vision.

Safeguarding and promoting the welfare of students

- Incorporate the school's vision, mission and core values into normal working practice.
- Be responsible for safeguarding and promoting the welfare of all students and staff members that you come into contact with.
- Follow the reporting procedure contained in the Safeguarding Policy with regards to raising concerns about the welfare of any student.
- Act at all times in accordance with the school's policies and procedures including, but not limited to the *Standards of Conduct Policy*, *Health, Safety, Security and Environment Policy* and the *Human Resources Policy Manual*.

Main Duties and Responsibilities

Communications

- Be the gatekeeper for all external communications to parents, ensuring it is of the highest standard, delivers a coherent message, and is in line with our communication dissemination plans, as well as brand and writing standards.
- Monitor all communication across Doha College and its Academies, ensuring all staff are following the appropriate processes to maintain consistency and quality in communications.
- Provide support and guidance to those issuing regular communications to ensure the delivery of a consistent message which follows our brand and uses the appropriate templates etc.



- Actively identify improvements in the customer journey and provide recommendations.
- Work alongside the Director of Marketing and Communication during emergency/crisis situations to ensure all communications are delivered within the guidelines of our crisis management plans.
- Provide reports for the Leadership Group and the Board of Governors as and when required.
- Work in conjunction with Marketing to maintain and update the parent portal, ensuring it is a one-stop-shop of information for parents and staff to access.
- Ensure the regular update of key documents e.g., parent handbook.
- Proofread documents as and when required or outsource them to an external proof-reader when required.
- Provide editorial support to Doha College and its Academies as and when required.

Supervisory

- Oversee the day-to-day operations of the Front Office, ensuring the highest level of support, professionalism and customer service.
- Assist in challenging situations to ensure a smooth and efficient operation.
- Lead a team of four Front Office Administrators and one Reprographics Officer.
- Ensure the Front Office has sufficient coverage at all times.
- Identify training and development needs within the team to provide the highest quality of customer service.
- Identify efficiencies and areas for improvement, providing recommendations.
- Contribute to the planning, development and organisation of the Front Office.

Other duties

- Be the guardian of the academic calendar to ensure each event has appropriate approval and support.
- Any other duties that fit within the role as it develops and progresses in line with the direction of Doha College.

Although the college's working hours are typically 7.00am until 2.00pm, the post holder will be expected to work flexible hours if need be, so as to maintain the effective discharge of their professional duties and to meet the needs of the business.

All staff may be required to attend the College during weekends or holiday periods throughout the year for purposes of training (INSET), examination organisation/preparation and invigilation and/or preparation for the forthcoming academic term/year.

Safeguarding

Doha College is committed to safeguarding and promoting the welfare of children and young people. Applicants must be willing to undergo child protection screening, including reference checks with previous employers and a criminal records check. Teaching staff will also be subject to a Barred List and Prohibition from Teaching Check.



Diversity, Equality and Inclusion (DEI)

Doha College is committed to a culture of equality, diversity and inclusion. We believe that a diverse staff body reflects and supports the diversity of our students and wider society and leads to a cognitive diversity that promotes excellence in all areas.

PERSON SPECIFICATION

Key Requirements

Qualifications and Knowledge

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| • A degree or equivalent in a communications/marketing/journalism-related subject | Desirable |
| • High School Qualification | Essential |

Experience

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| • Experience of managing a communications/front-facing team | Essential |
| • Experience of developing and delivering communications plans | Desirable |
| • A minimum of three years significant practical experience, preferably in an educational setting | Desirable |
| • Budget management experience | Desirable |

Skills, Knowledge and Abilities

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| • Experience of using software platforms | Essential |
| • Diplomatic and able to manage the demands of multiple stakeholders through negotiation, persuasion and influencing | Essential |
| • Experience with MS Office packages | Essential |
| • Excellent interpersonal skills | Essential |
| • Able to work outside of normal office working hours as and when required | Essential |
| • Ability to multi-task and deal proactively with a variety of situations | Essential |
| • Ability to deal with difficult customers professionally and customer-focused | Essential |
| • Previous experience in using CMS platforms | Desirable |
| • Experience in using Adobe software | Desirable |
| • Strong acumen with all aspects of digital communication | Desirable |
| • Advanced level of written and communications skills | Desirable |

