

Communications Specialist - Writer (Part-Time)

Department: Schoolwide

Status of Hire: Local Hire (LH)

Reports to: Director of Community Relations

Objective:

Create and distribute engaging content to be featured across multiple communication channels including web, email, print, signage, and social media. Support communications, marketing, and recruitment activities for YISS and be committed to assuring uniformity and consistency of the YISS brand presence for a quality user experience.

Qualifications:

- Bachelor's degree in marketing, communication, journalism, or related field of study
- Experience with social media with emphasis on Facebook, Instagram, and Twitter
- Experience with content management systems (CMS)
- Acute understanding of technology and ability to learn new technologies and applications
- Ability to effectively communicate within and across internal departments and with external stakeholders, building professional relationships and working collaboratively
- Strong oral and written communication skills
- Strong attention to detail, analytical, critical thinking, and problem-solving skills
- Excellent organization and project management skills
- Flexible and able to work in a fast-paced, demanding environment
- Committed to continuous personal and organizational development
- Must be a native English speaker
- Experience with Google Apps for Education (e.g. Docs, Sheets, Slides, Forms) preferred
- Experience with Apple products (e.g. MacBooks, iMacs, and iPads) preferred
- Experience with HTML, CSS, JavaScript and/or an understanding of basic web programming concepts preferred
- Experience with Google Analytics, AdWords and search engine optimization preferred

Duties & Responsibilities:

- Creates written content to support various departments, activities, and events to be distributed to multiple publishing mediums and communication channels
- Reviews, enhances, and publishes content on behalf of other departments, providing assistance in communicating a common message



**Yongsan
International
School of Seoul**

- Ensures all written content meets the accepted criteria for voice, grammar, punctuation, and format as approved by the Communications Team
- Implements processes to effectively manage content creation and distribution
- Posts and monitors a wide variety of content, including, but not limited to news, events, alerts, and other information on behalf of the organization
- Edits photos for news publications and social media
- Manages email marketing including content creation, contact management and campaign execution in cooperation with the Communications Team and other stakeholders
- Helps grow traffic and engagement across web, social media, and email communication channels
- Provides regular analytics reports on communication channel performance and optimizes content based on these results
- Organizes and maintains an archive of news and events articles, publications, and other written works
- Organizes and maintains a central repository of photographs and videos
- Assists in the publishing of the calendar and event information across multiple communication channels
- Assists in the development of surveys, forms, and other user feedback mechanisms for multiple departments targeting various audiences
- Accurately organizes and communicates information in various task management tools and file systems to assist with team collaboration and communication
- Participates in meetings, workshops and/or trainings for the purpose of conveying and/or gathering information required to perform job functions
- Demonstrates a commitment to professional growth and ethical standards to advance the school's mission, goals, and policies
- Collaborates and facilitates good working relationships with Communications Team members to further the school mission, vision, and values
- Establishes, maintains, and enhances effective communication with administrators, staff, and other stakeholders
- May be called on to perform other responsibilities as appropriate and as assigned based on ongoing organizational needs and strategic direction
- Abide by and support the policies of YISS and NICS/Oasis

Term of Employment:

- This is a part-time position.

All employees and associates are required to adhere to a Safeguarding Code of Conduct that contains expectations about their relationships with children, social media use, and the use of children's photographs, and identifying information.

Application Process:

Interested candidates may email a copy of their resume and cover letter in English to human.resources@yisseoul.org.