



HARROW
INTERNATIONAL SCHOOL
SHENZHEN QIANHAI

Leadership for a better world

PARENT LIAISON OFFICER JOB DESCRIPTION

Job Title:	Parent Liaison Officer
Line Manager:	Head of Marketing and Admissions

Purpose of Job

Develop and lead an effective communication which focused on the retention of our current families and building reputation of the school. Become a key external and internal spokesperson for the school, accountable for the school's reputation pre-empting issues and crisis communication.

Duties and Responsibilities

Parents Communications (70%)

- To develop the mechanisms by which to produce a monthly Parent Communications Report drawing on feedback from academic support staff, parent hotlines, admissions staff, and the PPP programme.
- Measurement and evaluation of communication activities to constantly improve and drive effectiveness
- Coordinating academic support staff regarding parent communication
- Assist the Head of Admission and Marketing to implement the School Communications Plan
- Work with the Head of Admissions and Marketing to develop a content strategy on communications and support school growth
- Organize small parents events and visitor relations team to deliver memorable and authentic experiences in the school

Crisis Communication (30%)

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

Resources managed – line management and financial resources:

- Line management: Head of Marketing/Communications
- Financial resources managed: Nil

Key working

Relations and network

Internal: Head of Marketing/Communications, Marketing Manager, Government Affairs and Public Relations

External: Parents, wider Harrow Community

Key performance indicators for this position (KPIs):

- Coordination of academic staff and other relevant parties re communications
- Promote consensus among relevant admin staff on communications
- Establish mechanisms by which monthly report can be produced

Harrow is committed to the safety and protection of children.

All employees are expected to comply with our School Child Protection and Safeguarding Policy.



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- Production of Monthly Communications Reports. Completion of monthly report specifying:
 - The type of queries from parents
 - The responses the school gave
 - Satisfaction with the school's response

Requirements

Minimum Academic Degree required

- Degree in communications, journalism, public relations, English, or writing-intensive discipline
- Evidence of commitment to continued professional development

Professional skill and knowledge required

- Professional experience in developing a communications plan/strategy in line with group direction;
- Knowledge of the principles and techniques of effective verbal and written communication in the English language;
- 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 setting;
- Considerable ability to deal courteously with the public, supplying general information and direction in a clear, concise manner;
- Ability to maintain confidentiality and integrity related to all aspects of information disseminated within or external to the group;
- Project management skills with strong attention to detail;
- Excellent time management and organizational skills.

Experience

- Experience in leading crisis communications;
- Experience in coordinating a team of communications experts, and working with and coaching leaders;
- Relevant experience in communications (writing, editing, journalism, consulting and/or public relations);
- Experience in International school settings would be highly valued.

Education is an ever-changing service and all staff are expected to participate constructively in school activities and to adopt a flexible approach to their work. Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. The post holder will be expected to comply with any reasonable request from the line manager to undertake work of a similar level that is not specified in this job description. This job description may be amended at any time following discussion between the line manager and member of staff, and will be reviewed annually during the appraisal process, and will be varied in the light of the business needs of the school.

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