



# Woodstock School

## **JOB DESCRIPTION**

### Director of Communications

**Woodstock School is seeking to appoint a dynamic and experienced Director of Communications.**

#### **About Woodstock School**

As India's premier international residential school, Woodstock has set the standard for educational excellence in Asia for over 165 years. Nestled in the heart of the Indian Himalayas, our breathtaking 250-acre campus offers an unparalleled environment for learning, surrounded by the serene beauty of protected forests and the grandeur of one of the world's most iconic mountain ranges.

Woodstock is a truly global community, with over 40 nationalities represented among our students and faculty, fostering a rich and diverse cultural experience. Our K-12 program is structured to meet the needs of both day scholars (predominantly staff children from ages 3 through Grade 5) and residential students, with boarding beginning in Grade 6. As an IB World School, Woodstock offers a progressive, inquiry-based curriculum that includes the Early Years, the Middle Years Programme (MYP) for Grades 6-10, and the Diploma Programme (DP) for Grades 11-12. The school is accredited by both the Middle States Association (MSA) and the Council of International Schools (CIS), reflecting our commitment to maintaining the highest standards of international education.

#### **MISSION**

Woodstock School strives for excellence in teaching and learning, offering an exceptional education in a diverse international community. Inspired by our Indian Himalayan environment and our inclusive Christian tradition, we develop visionary, articulate and ethical individuals equipped to achieve their full potential in leadership and in life.

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**JOB TITLE:** Director of Communications

**REPORTING TO:** The Principal

**PURPOSE OF THE JOB:**

The Director of Communications is a key member of Woodstock School's senior leadership team, tasked with developing and executing a comprehensive communications strategy to keep the school's internal and external audiences engaged and informed. Collaborating closely with the Principal, Director of Advancement and Alumni Relations, Director of Admissions, and other key stakeholders, the Director will play a pivotal role in elevating Woodstock's profile. This includes spearheading strategic communications across all channels, including print, digital, web, video, and social media.

The ideal candidate will be a dynamic leader, a compelling writer, and a collaborative manager who resonates deeply with Woodstock's mission. They will be eager to join a leadership team dedicated to showcasing the transformative power of the Woodstock experience to a wider audience. In this role, the Director will craft, implement, and assess a strategic communications plan that aligns with the school's goals in admissions, advancement, and stakeholder engagement, ensuring the Woodstock School brand continues to thrive.

**DUTIES AND RESPONSIBILITIES:**

- **Provide ongoing and proactive advice** to the Principal and other senior leaders on how to effectively engage and communicate with stakeholders, prospective students, donors, partners, and the general public.
- **Develop and oversee** a content strategy for advertising, web presence, and other marketing and communication campaigns that clearly convey Woodstock School's brand.
- **Collaborate closely with the Principal** to design tailored communication plans for both regular and high-priority initiatives, including the periodic Principal's newsletter to families and emergency communications.
- **Work in partnership with the Advancement and Admissions offices** to create and manage a comprehensive, enrolment-driven communication strategy that supports school-wide advancement efforts.
- **Continuously enhance engagement** with Woodstock School's diverse constituencies, including the Centre for Imagination and Hanifl Centre, through effective communication and marketing strategies.
- **Measure, analyze, and track** the success and return on investment (ROI) of marketing initiatives, such as social media campaigns, inbound marketing, website traffic, and search engine optimization (SEO), using tools like Google Analytics and Facebook Insights.
- **Write, edit, and produce key publications on Woodstock's print, digital, web, video, and social media platforms.**
- **Manage all aspects** of the school's website, ensuring that content remains current, relevant, and engaging.
- **Create and produce compelling written and visual content**, with a particular focus on video, to enhance the school's online presence and marketing efforts.
- **Organize and maintain** the school's archives of photographs and video clips.



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- **Hire and manage external vendors** as needed to support the School's communications initiatives and address specific needs.
- **Actively manage the communication budget** and lead the Communications department.

## QUALIFICATIONS REQUIRED:

- **Bachelor's degree** in communications, marketing, public relations, or a related discipline.
- **At least 10-12 years of progressive experience** in professional communication and public relations.
- **Strong decision-making abilities** and exceptional judgment, with a high level of discretion in handling confidential information.
- **Excellent writing and editing skills**, with experience in crafting content for online platforms.
- **Demonstrated expertise** in social media and related information technology, including the ability to effectively interpret and utilize analytics.

**Note:** *Candidates must be ready to actively engage in all facets of life at a vibrant residential school, contributing with energy and enthusiasm to pastoral care and the extracurricular program.*

**APPLICATION DEADLINE:** At the earliest.

## HIRING PROCESS:

Interested applicants should apply through <https://my.hirehive.io/woodstock-school>

Shortlisted candidates will be interviewed by the hiring committee via Skype/Zoom.

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