

MANAGER (MARKETING & COMMUNICATIONS)

ANGLICAN PRESCHOOL SERVICES

MANAGER (MARKETING & COMMUNICATIONS FOR ANGLICAN PRESCHOOL SERVICES)

Anglican Preschool Services (APS) is a faith-based preschool operator and an entity of the Anglican Diocese of Singapore. We operate 19 preschools including Little Seeds Preschool, St. Hilda's Kindergarten, St. James' Church Kindergarten, St. Paul's Church Kindergarten, and The Ascension Kindergarten.

We seek to bridge the Church and community through high quality, values-based early childhood education. We are dedicated to sowing seeds and transforming lives within our nurturing environment so each child can discover their God-given potential, and are looking for like-minded, passionate individuals who want to join us on this journey.

We are a community of learners and life-givers, and there is a sense of family here at APS. We have a safe space where all staff members can share their hearts openly, and know that they are always being considered. We're looking for people not just here to teach or do a job, but to learn. We desire to grow reflective and thoughtful team members who are stirred by a passion for education.

That's where you come in. If what you've read so far has deeply resonated with you, read on.

We are looking for a dynamic and highly relational individual who is motivated by the desire to problem-solve and connect people together, especially in a post-COVID-19 world where it may seem more difficult for good communication to happen. As a Manager of Marketing & Communications at Anglican Preschool Services, you will be part of the HQ Corporate Services team established to support all our preschools in the work that they do and will work closely with our pillar managers across HQ and the teaching staff.

You will be the primary connector that brings teams together, to help bridge the gap between the leadership and staff and amplify our company narrative across internal and external communications. With Anglican Preschool Services being fairly new as an entity, we want someone who is eager to shape the story of a newly-established brand with creative and impactful communications and a passion for building initiatives and strategies for the long run.

This role will report directly to the Pillar Head (Corporate Services).

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DUTIES & RESPONSIBILITIES

- Lead the Marketing and Communications department within Corporate Services
 - Ensure that staff perform their duties and deliverables are accomplished
 - Provide leadership to staff by setting positive examples
 - Set goals for staff and appraise their performance
 - Develop and inspire staff to further contribute to the vision and mission of APS
- Align department goals to achieve organisational goals and objectives
 - Devise departmental strategies which will help achieve organisational objectives
 - Ensuring departmental goals and activities are in line with organisational vision and mission
 - Plan and execute programmes, activities and events that will help realize the vision of the organisation
- Prepare the annual budget for the department and ensure adherence to the approved budget
- Oversee overall marketing efforts of APS:
 - Plan and execute an overall marketing plan that is consistent with the branding of the organisation
 - Manage social media platforms including, but not limited to, Facebook, Instagram and websites
 - Produce and/or supervise the production of multi-media messages and events. o Assist in production of online virtual events
 - Manage graphic designs of all projects
 - Preparation of marketing materials
- Oversee communications efforts of APS:
 - Devise strategies for internal and external communications and execute all projects together with Assistant Manager (Marketing & Communications)
 - Work closely with our different pillars to develop and support communication plans for various initiatives, including strategies and copywriting
 - Work with Assistant Manager (Marketing & Communications) to manage public relations including, but not limited to, media, churches, parents, donors, and all other stakeholders

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DUTIES & RESPONSIBILITIES

- Develop and maintain communication policies and ensure communications are consistent across the organisation
 - Advise closely on communications for crisis management cases
 - Train and provide counsel to leadership and company executives for communication initiatives and engagements, e.g. media interviews, presentations, events.
 - o Plan overall communications budgets
- Any other duties as assigned by the Pillar Head (Corporate Services) and Chief Executive Officer

REQUIREMENTS

- Strong marketing and communications skills that can be applied within the early childhood industry
- Have a strong focus on people and desire to constantly build relationships with stakeholders, including staff, board members and external partners
- A clear communicator that can manage upwards and downwards, helping executives and staff know their role in marketing and communication strategies
- Highly organised and but also flexible to work within complex structures
- Demonstrates proactive approaches to problem-solving with strong decision-making capability
- Excellent written and verbal communication skills
- Highly resourceful and a team-player, with the ability to work independently
- Have a keen sense of integrating technology into software to elevate strategies
- Bachelor's degree in marketing and/or mass communications.
- At least three years of relevant experience
- Proficient in Microsoft Office
- Proficient in Design software
 - Adobe Creative Suite
 - Canva
- Proficient in managing and using social media platforms
 - Meta Business Manager
 - Facebook, Instagram
- Video production and editing skills

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You fit the bill if you are ...

Observant and takes Initiative

You are a keen listener and notice the smallest details. You take the first step to offer assistance.

Responsible

You are dependable and accountable. You honour the tasks that are given to you.

Flexible and Adaptable

You are willing to stand in the gap and go where the needs are.

Innovative

You enjoy experimenting and exploring new ways to introduce new creative ideas.

We would love to have you join our family!

It would be great if you can include the following in your Resume: Academic & Professional Qualifications, Work and Volunteering experiences, Skills and References.

5 days' work week

Interested applicants to visit

<https://www.anglicanps.edu.sg/careers>

for more information and to register your interest.