

Job Description

Director of Communications

Effective Date:	2026-27 (Revised Annually)
Responsibility to:	The Principal
Supervisory Responsibility:	TBC
Working Hours:	7.15 am to 3.00 pm. There is an expectation to attend team/school meetings, these will not exceed 20 hours per academic year. In addition to this all employees should attend whole school staff meetings every term.
Annual Leave:	8 weeks holiday per annum to be taken as agreed in advance with your Line Manager. Annual leave approval will be based on the needs of the school and its operations. Annual leave is to be taken as follows: during Winter Break when the school site is closed and the remaining holiday must be taken during the official school holidays, however cannot be taken during summer INSET or one week prior to the summer INSET week for the new staff induction week (approximately mid-August depending on the academic calendar). For this role there is also a requirement to be available during school holidays to up-date school social media and website when required.

Main Purpose of the Position

The Director of Communications is responsible for developing, implementing and managing all internal and external communication strategies and channels for the British School Muscat (BSM) and British School Salalah (BSS). This role ensures consistent, accurate and timely communication across all stakeholders; parents, students, staff and the wider community in alignment with BSM's vision, mission, values and strategic plan. The role requires a blend of strategic planning, content creation, digital platform management, event support and marketing coordination to evolve and strengthen British Schools Oman as a global educational brand recognised and respected for excellence and innovation.

Key Responsibilities

Communication Strategy & Management

- To serve as the chief architect of the school's narrative, establishing a sophisticated communication framework that protects the school's reputation, empowers staff and fosters deep trust within the global BSM community.
- Define and steer the school's global communication strategy, ensuring every touchpoint is a purposeful reflection of BSM's vision, mission, and long-term strategic objectives.
- Act as the ultimate custodian of the school's "Tone of Voice," institutionalising standards of professionalism and consistency that elevate BSM's premium market positioning.

- Design and govern a high-performance communication infrastructure, ensuring internal and external channels are synchronised for maximum impact and strategic alignment.
- Serve as a core strategic advisor to Senior Leadership during critical incidents, overseeing high-stakes messaging that balances transparency with strict adherence to safeguarding and legal protocols.
- Lead the school's external profile by cultivating strategic media relationships and directing the production of high-level announcements that amplify BSM's successes.
- Empower the wider staff body by establishing communication frameworks and toolkits, raising the standard of external-facing publications across all departments.
- Design the lifecycle of parent communications, transforming routine updates and newsletters into a cohesive, high-value information stream that strengthens the home-school partnership.
- Line Manage the Marketing, School Development & Admissions teams.

Digital Platforms & Websites

- Shape the strategic direction of the school's digital platforms, ensuring that it serves as a high-performing tool for stakeholder engagement and brand consistency.
- Optimise internal communications infrastructure by engineering GoogleSites, including student and staff intranets into centralised, high reliability information engines.
- Champion a culture of continuous improvement by utilising analytics to audit digital effectiveness and pioneer enhancements in user experience.

Events Communications & Support

- Define and lead the communication roadmap for the school's event calendar, ensuring every key school event aligns with the overarching School Development Plan.
- Design a comprehensive communication plan that utilises the school's social media, website and direct-to-parent channels to build anticipation and sustain momentum long after an event concludes.
- Serve as the strategic lead for high-profile community events like overseeing cross-departmental collaboration to ensure the event meets financial, social and reputational targets.
- Direct the strategy for capturing and disseminating visual media (photography/video), ensuring that the school's "daily life" and "major milestones" are archived and shared as part of a premium brand narrative.
- Lead the strategic coordination of milestone celebrations and high-level visits managing the school's public image and relationship with key dignitaries and governing bodies.

Publications, Design & Content Creation

- Create a comprehensive brand framework, ensuring that all school publications and public-facing assets reflect a premium, cohesive and modern institutional identity.
- Act as a strategic partner to educational and administrative departments, establishing high-level standards for professional content and ensuring alignment with BSM's core values.
- Direct the creative vision and production lifecycle of the BSM Yearbook, transforming it into a high-value archival asset that celebrates the school's annual narrative.
- Lead and ensure brand consistency across all platforms and materials and maintain an organised library of brand assets and templates.

Additional Duties

- Maintain an organised archive of all major communications and media assets.
- Uphold the highest standards of confidentiality and discretion when handling sensitive information.
- Actively support school-wide initiatives aimed at strengthening parent engagement and student visibility.
- Commit to the continual improvement of communication systems and processes across the school.
- Carry out other relevant duties as directed by the Principal.

Professional Development

- To undertake appropriate CPD and training in connection with these responsibilities and personal career prospects.

Other:

- To have professional regard for the ethos, policies and practices of the school and maintain high standards in your own attendance and punctuality.
- To uphold the code of Professional Conduct in your contract, demonstrating integrity and confidentiality at all times relating to school matters.
- Act in accordance with the professional duties and responsibilities outlined in the contract, staff handbook, job description and performance review.

Note

This job description reflects the present requirements of the post. As duties and responsibilities change and develop, the job description will be reviewed and be subject to amendment in consultation with the post holder.

BSM is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Appointments are subject to satisfactory references and DBS/Police Safeguarding clearance.

Signature of Post Holder: _____ Date: _____

Person Specification: Director of Communications

1. Education & Qualifications

Requirement	Essential (E) / Desirable (D)
Degree in Communications, Marketing, Journalism, or a related field.	D
Relevant professional certifications or advanced training in graphic design or digital marketing.	D

2. Knowledge & Experience

Requirement	Essential (E) / Desirable (D)
Proven experience in a Communications, PR, or Marketing role, preferably within an education or not-for-profit setting.	D
Proven experience in developing and implementing communication strategies.	E
Extensive experience managing and updating digital platforms, including websites (e.g., CMS) and social media channels.	E
Strong experience in graphic design and using tools such as Canva and Adobe Creative Suite.	D

Experience in managing high-volume communication channels (e.g., newsletters, group messaging platforms like WhatsApp).	E
Experience in event communications support and media relations.	E
Experience coordinating large-scale photography/media projects (e.g., annual photography, yearbooks).	D

3. Skills & Abilities

Requirement	Essential (E) / Desirable (D)
Exceptional written and verbal communication skills in English.	E
Strong editing and proofreading skills with exceptional attention to detail and accuracy.	E
Excellent organisational skills, with the ability to create and manage complex master calendars and schedules.	E
Proven ability to work effectively under pressure, manage multiple competing deadlines, and prioritise tasks efficiently.	E
Analytical skills to monitor platform effectiveness and user engagement using analytics data.	E
Proficiency in basic photography.	D

Proficiency in videography and video editing.	D
Ability to handle highly confidential and sensitive information with discretion and professionalism.	E

4. Personal Attributes

Requirement	Essential (E) / Desirable (D)
Strong interpersonal skills, with the ability to build effective working relationships with staff, students, parents, and external stakeholders.	E
A proactive, self-starter attitude with a commitment to continuous improvement of systems and processes.	E
Ability to work collaboratively and positively as part of a diverse, multicultural team.	E
Flexibility and resilience to support communications during urgent incidents or outside of standard hours when necessary.	E
Professionalism and a positive, solution-focused approach to all duties.	E