



DIRECTOR OF COMMUNICATIONS

Ideal qualifications

- Bachelor's Degree required in appropriate field, *Master's Degree preferred*
- Education experience, *Boarding School preferred*
- International and non-profit experience preferred
- Management experience
- Evidence of strong interpersonal, writing, and presentation skills
- Leadership in managing multiple projects with competing priorities
- Excellent organizational and collaboration skills
- Ability to mentor, develop, and support staff
- Foster relationships with the senior leadership team, all staff, and students
- Social Media, design, and branding experience
- Ability to define goals, identify audience segments, develop targeted communication plans, and measure the effectiveness and success
- Minimum of 3-5 years of experience in marketing, communications, public relations, or related fields

Reports to

- Managing Director, Head of Operations & Head of School

Benefits

- Room and Board Included
- Travel Allowance
- Health Insurance Stipend
- Moving Allowance
- Extensive Professional Development Program

Goals and Objectives

- Develop and implement communication strategies in a timely manner that upholds and promotes the LAS mission, image, and profile amongst prospective and current students, parents, alumni, and faculty.
- LAS is embarking on the 60th anniversary of the school and will need a strategic marketing/branding plan in order to build momentum toward the celebration in June 2021.

Professional Responsibilities

- Manage the Communications Office budget
- Manage the external website, internal portals, and LAS app
- Manage the inbound marketing platform and email campaigns for LAS and LAS Summer in Switzerland
- Manage a school-wide communications calendar (admissions, summer, parents, agents, and incoming students)
- Oversee marketing materials, including web, video, brochures, and publications
- Oversee all LAS social media platforms
- Oversee all advertising (social media, google, print)



LEYSIN AMERICAN SCHOOL IN SWITZERLAND

- Manage the Communication Content Creator, Communications Media Specialist, and Communications Intern

Residential and Student Life Responsibilities

- Admin-on-call duties
- Room and Board Included
- Act as Faculty Family "parent" through organized activities and regularly scheduled meetings to monitor the academic and social adjustment of assigned "children" (students).
- Ability to travel around the world with the school
- Participate in the Cultural Trip program
- Attend regular faculty, campus, residential, and departmental meetings.

Contact

Please send a CV and a cover letter, along with contact details for 3 references (one of whom is the current Head of School/Principal) to Maryanne Bertazzo at mbertazzo@las.ch.