

Marketing Coordinator (80% – 100%)

This is a temporary role for at least three months

Our Mission

We are a community of learners determined to make the world – or our corner of it – a better, kinder place. We reflect our values in everything we do so that we make the most of opportunities and challenges in a spirit of enthusiastic inquiry.

Our Vision

We help every student turn learning into action, creating opportunities for students to stretch themselves further and achieve more than they believe possible.

General Description

As part of the Communications team the Marketing Coordinator is responsible for developing and implementing integrated marketing and branding campaigns which align with ISZL's mission and vision, and strongly contribute to the school's enrolment and fundraising goals. The position will actively help to monitor and carry out the integration of the ISZL branding guidelines and provide guidance for staff members schoolwide. The management of our photo archive and the support of stakeholders with appropriate material completes this interesting role.

Main responsibilities

- Develop and execute short-term marketing plans and campaigns
- Create, write ad produce departmental Mailings e.g. Seasons Greetings Cards.
- Produce online and offline advertising plans and oversee the allocated budget to ensure maximum effectiveness
- Manage the production of promotional materials and create and implement school-wide branding opportunities.
- Ensure the availability of quality images for use in external publications and on the school website, engaging with both external and community photographers.

Required and Preferred Qualifications

- Minimum of 3+ years Marketing experience in a commercial company or a non-profit organization
- Experience in Search Engine Optimisation and online Advertising.
- Excellent communication skills (both written and verbal) in English language (German is an added value)
- Self-starter with a demonstrated ability to work in a team to achieve common goals.
- Exceptional organisational skills, attention to detail and highly reliable.

Compensation

Compensation for this position will be commensurate with the responsibilities of the position and is very competitive globally.

Application Process

- Email a resume and letter of interest to employment@iszl.ch (Cristina De Barrio, Human Resources) with a subject heading of “Marketing Coordinator”. Applications will continue to be accepted until the position has been filled.

Key ISZL Reference Documents

- [Guiding Statements](#)
 - [Learning Principles](#)
 - [Inclusion Policy](#)
 - Visit the Employment section of ISZL’s [website](#) for more information
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