

## JOB DESCRIPTION

<b>POSITION TITLE:</b>	<b>ASSOCIATE MANAGER / SENIOR OFFICER:</b> COMMUNICATION & EVENTS
<b>FUNCTION/DEPARTMENT:</b>	ADMISSIONS AND MARKETING
<b>REPORTING TO:</b>	HEAD OF ADMISSIONS/MARKETING
<b>POSITION STATUS:</b>	FULL TIME

The Associate Manager /Senior officer – Communication & Events will help to execute the school's communication, social media, and event management strategies. This role involves creating visually appealing content, managing social media platforms, documenting school events through photography and videography, and contributing to the school's blog to showcase our unique educational environment.

### RESPONSIBILITIES

- Develop and implement a comprehensive communications plan to effectively promote Canadian International School's Vision, Mission, Definition of Learning, and Core value, and events.
- Manage and curate content for the school's official social media platforms, including but not limited to Facebook, Instagram, Twitter, and LinkedIn.
- Create compelling and informative social media posts, ensuring alignment with the school's branding and messaging guidelines
- Capture high quality photographs and videos during school events, classroom activities, and other occasions, while maintaining an organized media library
- Edit and enhance visual content to maintain consistent quality across various channels
- Collaborate with faculty, staff, and students to gather information and insights for engaging blog posts that highlight school initiatives, student accomplishments, and educational topics.
- Write and publish blog posts regularly on the school's website, contributing to its dynamic online presence.
- Monitor social media trends and engagement metrics to optimize content strategies and improve reach and engagement, respond to comments and messages where appropriate.

- Coordinate and execute various school events and ensure smooth execution and effective promotion.
- Collaborate with external partners, vendors, and sponsors to enhance event experiences and broaden the school's network.
- Support the development of multimedia presentations, promotional materials, and newsletters as needed.
- Maintain a strong relationship with our PR team and local media outlets and seek opportunities for press coverage.

#### **QUALIFICATIONS AND SKILLS:**

- Bachelor's degree in Communications, Marketing, Journalism, or a related field.
- Proven experience in social media management, content creation and event coordination.
- Proficiency in photography and videography, with the ability to capture and edit high-quality visuals.
- Excellent writing skills and the ability to craft engaging and well-structured blog posts.
- Strong understanding of various social media platforms and best practices and familiarity with social media analytics tools to track and measure performance metrics.
- Strong organizational skills and attention to detail, with the ability to manage multiple projects simultaneously.
- Creativity and a keen eye for design and visual storytelling, ensuring consistent visual branding across all materials.
- Proficiency in graphic design software and video editing tools (Adobe Creative Suite, Final Cut Pro, etc.)
- Strong interpersonal and communication skills to collaborate effectively with diverse stakeholders in a fast paced environment..
- Knowledge of the education sector or international school environment is a plus.
- Flexible schedule to accommodate occasional evening and weekend events.

All those interested in applying should submit their CV along with a portfolio of previous social media experience and blog posts as well as photography and videography.