

Vientiane International School is searching for a:

POSITION TITLE:	Marketing, Communications & Social Media Officer
DIRECT SUPERVISOR:	Director of VISconneXions
REMUNERATION:	C6
CONTRACT DAYS:	212 days per school year
PERIOD OF APPOINTMENT:	Per Employment Contract

POSITION OVERVIEW

The Marketing, Communications & Social Media Officer reports to the Director of VISconneXions and is responsible for supporting all Marketing and Communications plans, managing and developing the school's digital strategy, and the development and enhancement of VIS Branding, Marketing and Communications platforms, systems, and practices.

KEY RESPONSIBILITIES

The Marketing and Communications Officer will plan, implement and assess activities that enhance the school's marketing and communications platforms, systems and practices and shall complete the appropriate tasks in the following areas:

MARKETING, COMMUNICATIONS, DIGITAL PLATFORMS:

- Develop and implement a social media strategy for VIS based on an audit of all existing communication products, activities and processes, including the development of a school-wide approach to social media that supports the school's mission. Measure and report on the performance of our digital presence, identify digital trends and evaluate emerging technologies wherever possible.
- Document, manage, edit, and preserve media records of life on campus or school-related activities, including the creation of photography, video, audio files; the required edition of these materials, and its appropriate preservation using VIS platforms like the Google Drive.
- Work with Director of VISconneXions and other departments to identify content opportunities and produce the relevant materials; including social media post, weekly bulletin materials, management of the blog pipeline, VIS TV announcements, and others.
- Support the execution of Marketing plans at all levels and manage the online and offline presence of VIS through all possible channels including the school website, Facebook, Linked in, Instagram, Youtube, Twitter, Magazines, and others.
- Develop and preserve VIS branding by designing, managing, documenting, and effectively applying our brand principles, including the development of a brand book, the design of digital and printed materials and publications.
- Design and oversee the additional development and production of digital and printed materials based on school wide needs.
- Support the regular update of the VIS website, including content management, and creating/editing media and materials that reflects the school branding, values, and reality.
- Support the development and implementation of Marketing campaigns, including the organization and execution of offline and online special events.
- Develop and implement online and offline advertising and report on the performance of the campaigns on different channels.
- Support the Director of VISconneXions in all aspects of the team's work as required.

ADDITIONAL DUTIES AND RESPONSIBILITIES

- As school photographer, the Marketing and Communications Officer may be asked to cover events outside of normal school hours for which time off in lieu should be arranged by mutual agreement with the Director of VISconneXions (and documented through HR).
- Act as Yearbook Coordinator, for which a stipend will be paid, by working with students during Immersions / Club time and after school to produce the annual year book.
- Support the school's Health and Safety initiatives by ensuring that digital signage is used effectively to advise the community about weather conditions such as air quality and lightning strikes in accordance with procedures in the Handbooks.
- In the event of a major incident, to assist the Director of VISconneXions and Head of School with the drafting and publication of communications to relevant sectors of the community as necessary.

Required qualifications:

- BA in marketing/communication and/or related fields
- Fluent in both Lao and English
- Proficiency in the Adobe Suite (InDesign, Photoshop, Lightroom, Illustrator, Premiere Pro) or other photo/video editing software

Preferred qualifications or skills

- Exceptional communication skills in both languages.
- Familiarity with Google Applications and website design platforms (such as WordPress or Wix) is also essential. In addition, experience with Canva, a popular design tool, is highly desired.

Application Procedure:

- Provide a one-page letter in English describing your claims against the selection criteria;
- Curriculum vitae with your two references
- Copies of qualification (BA/MA/work experience/others), ID card/passport, police check.
- Please send your application to the VIS Human Resources Office via email at recruitment@vislao.com between now and 01 December 2023.