



The International School of Düsseldorf

is looking to recruit a

Internship in the Marketing and Communication Office
(m/f/d)

From April - June 2024



The School

The International School of Düsseldorf (ISD) is a well-established, not-for-profit, progressive, K-12 IB World School (PYP, MYP, DP), in one of the most desirable locations in Europe. We are an international community of learners who work together to inspire our students to be confident, creative, compassionate, and critical thinkers. The school is accredited by both the Council of International Schools (CIS) and the New England Association of Schools and Colleges (NEASC) and celebrates 55 years of providing excellent educational practices for its entire community.

The school is governed by a 10-member board of trustees. Seven of the members are current ISD parents who are elected by the community and four members are appointed and three additional members including the Director, who are ex-officio. The board determines and supports the strategic direction of the school.



Vision

Our goal is to deliver an outstanding education that prepares our students to be successful and inspires them to make a difference; an education that will equip them with the skills and aptitudes to tackle the global challenges they will face.

We have focused our vision on how we can provide every ISD child with access to success and the support needed to meet their personal needs and interests and to “take them beyond where they think they can go”.

An exciting place to work and learn with others

We value creativity, willingness to challenge assumptions and research-led practice, so we offer international and local teachers outstanding opportunities to develop their professional knowledge and skills. The best professional development happens in the classroom, so we provide teachers with support to investigate new ideas and techniques, try them out, and to share their learning and experiences with colleagues. The school supports an annual personal professional development budget as well as additional financial support for IB programme training.





The Position

ISD is seeking a motivated Marketing Intern to join our team and contribute to the development and execution of our school's marketing strategies.

Under the direction of the Director of Community Relations and Advancement, the Marketing Intern's primary goal is to support our school's marketing and communication efforts. The Intern will assist with marketing campaigns, maintain our presence on social media, and collaborate on projects that strengthen the school's brand, as a key component of our commitment to providing a top-tier educational experience.

Tasks and Responsibilities

- Internal Marketing:
 - Compiling the annual yearbook and overseeing student contributions
 - Support in updating/standardising our branding around campus
 - On-campus photography and follow up with faculty
 - Management of photo library
- External Marketing
 - Inventory of current marketing materials
 - Review of the social media presence
 - Collaboration in new advertising campaigns
 - Review and update images on the school website
- Communication
 - Alumni portal update
- External Relations
 - Update of the external relations database

Professional experience and personal qualities:

The ideal candidate will possess the following attributes:

- **Linguistic Flair:** Fluent in English, with German proficiency seen as a valuable bonus.
- **Tech Savvy:** Skilled in the digital arts, boasting experience with Adobe



Photoshop, Illustrator, and InDesign, complemented by adeptness in video editing.

- **Educational Foundation:** Ideally rooted in Marketing and Communication or Graphic Design, our ideal candidate stands at the crossroads of creativity and strategy.
- **Design Sensibility:** A keen eye for design, appreciating the harmony of layout, consistency, and visual proofing, alongside a passion for photography.
- **Holistic Vision:** The unique ability to grasp the overarching narrative (structural vision) while maintaining an unwavering focus on the minutiae.
- **Collaborative Spirit:** A true team player, thriving in collective endeavors and contributing to a cohesive group dynamic.

Note:

As a school, we are obligated to request the following documents:

- Proof of measles vaccination or immunity
- An advanced certificate of conduct

Application Procedure

The deadline for applications is **March 31st, 2024**. **ISD reserves the right to make an appointment before the closing date.**

- A letter of application, no longer than two pages, explaining your strengths as a candidate
- A current CV/résumé
- A one-page list of referees with accurate and current contact details, including position, phone number and e-mail address. The last 10 years of employment are necessary including the current employer

Candidates should send their applications **in a single PDF attachment** to:
Marie Willis, HR Director, Niederrheinstrasse 336, 40489 Düsseldorf.
Email: **willis@isdedu.de**

For more information about the International School of Dusseldorf, please see the school website: <http://www.isdedu.de>

The International School of Düsseldorf is fully committed to the safety and protection of children. ISD's Child Protection Policy and safeguarding guidelines apply to all faculty, staff, employees, volunteers, and students who represent the school and who interact with children or young people in both a direct and/or unsupervised capacity. We follow thorough recruitment and vetting practices requiring all potential employees to provide professional references and criminal background checks. In accordance with our Child Protection Policy, employee candidates will also be asked to provide official criminal background checks from Germany and in previous countries in which they have lived.