



## COMMUNICATION AND MARKETING MANAGER — DIGITAL & VIDEO

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The Lycée Français de San Francisco is currently seeking qualified applicants for a Communication and Marketing Manager - Digital & Video. We are looking for a candidate that shares our values and commitment to our students and community.

The Lycée Français de San Francisco is a French immersion College Preparatory school with 850+ students and three Bay Area campuses that strives to maintain an international community for teachers, parents and students of diverse social and cultural backgrounds and to provide a rich educational environment, emphasizing academic excellence and personal achievement.

### OVERVIEW

The Communication and Marketing Manager — Digital & Video plays a central role in shaping how the Lycée Français de San Francisco presents itself to the world. This position leads the school's digital presence and video production, ensuring that every piece of content — from a short social reel to a full institutional film — reflects the Lycée's voice, values, and visual identity with clarity and care.

The ideal candidate brings strong editorial instincts, a fluent command of digital platforms, and hands-on mastery of video production — from concept through final edit. They are equally comfortable working independently and collaborating across teams, and they bring a service-oriented mindset to a fast-paced communications environment.

This position is part of the Communications and Marketing Office and reports to the Director of Marketing and Communications. It works in close collaboration with the Communications and Marketing Manager and the broader school community to develop compelling content that supports enrollment, retention, institutional visibility, and community engagement.

Every staff member at the Lycée is expected to promote the school's mission and vision and to advance its core values of bilingualism, diversity, academic excellence, and global citizenship.

### RESPONSIBILITIES

#### Strategy and Branding

- Implement and advance strategies to strengthen the Lycée's digital presence and community engagement across internal and external audiences.
- Promote the school's mission, programs, and events through purposeful, on-brand content that reflects the Lycée's identity and voice.
- Ensure visual and editorial consistency across all digital and video productions, in alignment with the school's brand guidelines.
- Monitor digital trends and platform best practices, and bring proactive recommendations to the team.

#### Video Production (Primary Responsibility)

- Lead all phases of video production for the school — from pre-production planning and on-site filming through editing, motion graphics, color grading, and delivery — with final creative approval resting with the Director of Marketing and Communications.
- Produce a wide range of video content: institutional films, event highlights, admissions pieces, social media reels, classroom features, campaign videos, and more.
- Own the edit: deliver polished, publication-ready cuts in Adobe Premiere Pro, incorporating feedback and direction from the Director before final sign-off.
- Build and maintain an organized media library of video and photography assets.
- Manage relationships with freelance videographers, photographers, and post-production vendors as needed.
- Cover selected school events with photography and videography, including occasional evenings and weekends.

### **Digital Communications and Social Media**

- Manage the school's social media channels (Instagram, Facebook, LinkedIn, and others), maintaining a consistent publishing calendar and engaging, accurate content.
- Generate website posts, news stories, and multimedia content in collaboration with the communications team.
- Monitor and report on digital analytics across social media platforms and the website, translating data into actionable insights.
- Support website content management, including updates, uploads, and quality control of bilingual content.
- Collaborate on email communications and newsletters as needed.

### **Collaboration and Administrative Support**

- Work closely with the department team to align content production with institutional priorities.
- Participate in recruiting, onboarding, and training communications interns.
- Provide creative and logistical support for marketing campaigns, admissions events, and school publications.
- Assist with purchasing, vendor coordination, accounting, and budget tracking within the communications department.
- Produce regular analytics reports for digital platforms and present findings to the team.

## **QUALIFICATIONS**

### **Education**

- Bachelor's degree in Communications, Journalism, Marketing, Film, Graphic Design, or a related field.

### **Experience**

- 3–5 years of professional experience in communications, marketing, or media production.
- A strong portfolio demonstrating video production work — from concept through final edit — is required.
- Experience in an independent school, university, or nonprofit setting is a plus.

### **Technical Skills**

- Adobe Premiere Pro — advanced proficiency required; this is the primary tool for all video editing.
- Proficiency in photography and ability to operate professional camera equipment.
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) — working proficiency expected.
- Experience with CMS platforms (familiarity with Finalsite is a plus).

- Demonstrated experience with social media strategy, scheduling tools, and engagement analytics.
- Demonstrated ability to work with AI tools across content writing, photo and video editing, social media, and communications workflows.

### Language

- Bilingual proficiency in English and French is strongly preferred; working comprehension of French is required.

### PERSONAL SKILLS

- A natural storyteller with a strong sense of narrative, pacing, and visual language.
- Exceptional attention to detail and commitment to quality in every deliverable.
- Ability to manage multiple projects simultaneously under deadline pressure.
- Strong interpersonal skills and a collaborative, service-oriented approach.
- A proactive, solutions-focused mindset — able to work independently and take initiative.
- Impeccable discretion and sound judgment in handling confidential information, including student records, personnel matters, and institutional communications.
- Ease and confidence engaging with a diverse school community — from students and teenagers to teachers, staff, board members, and parent volunteers — across both French and American cultural contexts.
- Sensitivity to and genuine enthusiasm for the Lycée's multicultural, bilingual community.

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*This position requires regular travel to the Lycée's three campuses (Ashbury, Sausalito, and Ortega) and occasional evening and weekend availability. A valid driver's license and access to a vehicle are a plus. The list of responsibilities is not exhaustive and may evolve to meet the school's needs.*

*Candidates with 3 to 5 years related experience in the education field can anticipate a yearly salary, ranging from: \$ 60,000 to \$75,000. The salary offered to the successful candidate will be dependent on several factors that may include but are not limited to the type and years of experience in the job, type and years of experience in the industry, education, etc.*

*Excellent benefits package which includes medical, dental, vision, 11 paid holidays, generous paid vacation package, long-term disability and retirement benefits.*

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### APPLICATION PROCESS

To apply for this position, please submit your resume, cover letter, and video portfolio via <https://www.lelycee.org/about/jobs>

For any inquiries, please contact [cv@lelycee.org](mailto:cv@lelycee.org)

The Lycée is an equal opportunity employer. All individuals have an equal opportunity for employment based on qualifications and merit, regardless of religion, race, sex, marital status, pregnancy, childbirth or related medical conditions, age, color, national origin, ancestry, physical or mental disability, medical condition, sexual orientation, military service status, or any other factor prohibited by state or federal law. This policy applies to all areas of employment, including recruitment, hiring, training, promotion, compensation, benefits, and other conditions of employment.

All qualified applicants are encouraged to apply. Employment contingent upon successful completion of background investigation. **Direct candidates only. No phone calls, please.**