

POSITION: Social Media Officer

REPORTS TO: Communications and Marketing Manager

External: We reserve the right to end the recruitment process once a suitable candidate is found.

PURPOSE

The Social Media Officer supports JIS's Communications Office by creating and publishing engaging content that tells the story of learning and community across the school. Working under the direction of the Communications and Marketing Manager, the officer helps maintain JIS's social media channels, coordinates with colleagues across campuses, and ensures that content is accurate, timely, consistent with the JIS identity, and respectful of student privacy.

QUALIFICATIONS, EXPERIENCES, AND ATTRIBUTES

1. Bachelor's degree in communications, marketing, journalism, media, or a related field; relevant practical experience will also be considered.
2. Entry-level experience creating social media content through employment, internships, student work, or a portfolio of projects.
3. Strong writing, editing, and proofreading skills, with the ability to adapt content for different audiences and platforms.
4. Working fluency in English and Bahasa Indonesia.
5. Familiarity with major social media platforms, publishing tools, and basic performance analytics.
6. Ability to capture and edit photos and short-form video using a phone, camera, and accessible editing tools.
7. Good organizational skills and the ability to manage a content calendar, meet deadlines, and respond to feedback.
8. Sound judgment, discretion, and a clear understanding of the importance of consent and privacy when featuring children.
9. A collaborative, curious, and service-oriented approach to working with students, families, faculty, and staff.
10. Clear commitment to Child Protection, safety, service learning, and environmental stewardship.

DUTIES AND RESPONSIBILITIES

1. Social Media Content Management

- Create, schedule, and publish approved content for JIS's official social media channels in alignment with the school's communications priorities.
- Maintain a social media content calendar with the Communications and Marketing Manager, ensuring balanced coverage of learning, student life, arts, athletics, service, events, and school milestones across campuses.
- Prepare platform-appropriate captions, copy, photos, and short-form video content that are clear, engaging, accessible, and aligned with JIS communication standards.
- Organize and maintain social media content and source files in the school's approved systems.

2. Content Development and Story Gathering

- Identify and gather story ideas and coordinate content needs with teachers, divisional offices, Admissions, Athletics, and other school teams.
- Capture, select, and edit photos and short videos for use across JIS's official social media channels and other communications platforms.

- Support the Communications Office with event coverage and other content-related communications projects as assigned.
- Collaborate with the Graphic Designer and other Communications Office colleagues to develop content that follows JIS's visual identity and editorial standards.

3. Content Review, Accuracy, and Compliance

- Verify names, dates, facts, and other relevant information before submitting content for approval or publication.
- Ensure that appropriate image permissions and applicable student privacy requirements are observed when creating and publishing content.
- Follow established Communications Office approval processes, editorial guidelines, and social media standards.

4. Social Media Engagement and Community Management

- Monitor comments, direct messages, mentions, and other interactions on JIS's official social media channels.
- Respond to routine inquiries in accordance with established guidelines and refer sensitive, complex, or urgent matters to the Communications and Marketing Manager or appropriate team member.

5. Social Media Analytics and Improvement

- Track basic social media metrics, including reach, engagement, and content performance.
- Provide regular observations and insights to support the evaluation and improvement of future social media content and strategies.

6. Collaboration and Professional Responsibilities

- Work collaboratively with the Communications Office and relevant school departments to support JIS's communications priorities and ensure consistent messaging across channels.
- Embrace and promote the JIS Learning Dispositions: **Resilience, Resourcefulness, Relating, and Reflecting.**
- Perform other related duties and assume other responsibilities as assigned by the Communications and Marketing Manager.

TO APPLY

Interested candidates should apply directly by email to recruitment@jisedu.or.id.

Please submit the following materials as separate PDF attachments in one email:

- Cover letter expressing interest in the position
- Current resume
- List of three to five professional references with name, phone number, and email address (References will not be contacted without the candidate's permission.)



Safe Recruitment Statement

At Jakarta Intercultural School (JIS), we are committed to ensuring the safety and well-being of all our students. As part of this commitment, we have implemented rigorous recruitment policies and procedures designed to safeguard our students and uphold the highest standards of child protection.

Our recruitment process includes:

- Thorough verification of the identity and qualifications of all candidates.
- Obtaining and corroborating professional and character references.
- Performing comprehensive background checks in all countries of residence and the candidate's country of origin.
- Conducting a multi-stage interview process, including scenario-based questions to evaluate how candidates handle situations related to student safety and well-being.

Child Safeguarding Policy

JIS has a robust Child Safeguarding policy that seeks to protect our students, their families, and the entire JIS community. This policy ensures that all students have the right to protection and access to confidential support systems. As part of this policy, all community members with access to students must undergo annual child safeguarding training to stay informed and vigilant in protecting our students.

By maintaining these stringent recruitment practices, JIS ensures that our educational environment remains safe, nurturing, and conducive to the well-being and development of every student.