

Marketing and Communications Coordinator

The position is based at the International School of Paris in the 16th arrondissement of Paris. The contract will be full time (212 working days per school year) starting September, 2022.

Interested candidates should send a resume/CV and a letter of application outlining suitability and fit for the position, along with details of three professional referees including email addresses, to jobs@isparis.net by August 15, 2022.

Please note that a minimum of one reference from your current or most recent employer is a mandatory requirement.

Selected candidates will be invited to an interview and undergo pre-recruitment procedures. In accordance with our Child Protection Policy, they will also be asked to provide official criminal background checks from all countries in which they have lived in for the last 10 years.

The Marketing and Communications Coordinator is part of the ISP Advancement Department. The ISP Advancement Department collectively manages the school's admissions and enrollment management, communications, marketing, development, external relations and fundraising needs.

The Marketing and Communications Coordinator reports to the Advancement & Engagement Director and is in charge of developing and implementing a marketing and communications strategy aimed to generate awareness and engagement from within the greater school community (past and present), prospective companies, families, community organizations, outside donors and feeder schools.

The Marketing and Communications Coordinator additionally helps to oversee the work of the Advancement Officer(s).

The Marketing and Communications Coordinator has responsibilities that include the following:

Image and Influence of the school:

- Manage the day-to-day operation of the school's website(s), newsletter(s), blog(s) and social media platforms, ensuring that functionality, navigation, SEO and overall performance meet the needs of all community constituent groups. This includes ongoing updates in all areas including: content, usability, images, links, database management and other add-ons.
- Spearhead content creation and curation, including graphic design, photo and video montages, webinars, etc., in coordination with the implementation of the marketing strategic action plan.
- Plan, develop and oversee a range of promotional materials to support the ISP brand and communications strategy including: brochures, forms, handbooks, virtual tours and other materials, as appropriate.
- Lead marketing and external relations initiatives and special events management in coordination with the implementation of the Advancement Department's strategic plans.
- Brainstorm, coordinate and implement online marketing strategies that boost the ISP brand through social media, print media and related outlets.



- Oversee the branding and style guide for the school and work in collaboration with the relevant pedagogical team(s), staff and any outside vendors/partners to ensure the consistent presentation of the school at all times.
- Plan, develop and maintain dynamic and curated content for community portals destined for parents, partners, alumni and potential donors.

Communications and Publication:

- Develop and implement an internal communications strategy that aligns with the school's strategic objectives and the Advancement Department's marketing and communications plan.
- Oversee all aspects of the school's daily communications channels (emails, invitations, surveys, forms...) and database repositories (photo/video library and related file management systems).
- Oversee school calendar; collaborate to streamline events, field trips and message planning for parents, teachers and staff.
- Coordinate summer mailings and information distribution for new and returning families.
- Assist with writing, editing, proofreading, and designing school publications and handbooks, ensuring consistency with ISP's communication, branding and marketing strategy.
- Coordinate the production and the distribution of the school yearbook.

Community Events and Engagement:

- Act as the primary administrative liaison between the School and the PTA.
- Attend various internal and external school events in order to source multimedia content, provide communications support and offer overall event-organization assistance.
- Aid in the preparation and planning of community celebration events, such as the identification of partner sites, budget preparation and event logistics (e.g. New Parent Gathering, ISP End-of-Year Celebration, graduations...)
- Support the strategic initiatives of the Alumni Coordinator, including alumni reunions, communications and database management.
- Work with the Advancement and Engagement Director to implement the school fundraising strategy, including communications support (website, social media, etc), donor relations and prospect segmentation.

Undertake any other duties as required in relation to the Advancement Department initiatives.

The successful candidate will have:

- Bac +4 diploma or equivalent
- Proven experience within marketing, communications, community management, or related domains
- Excellent interpersonal and communication skills both in English (mother tongue level proficiency) and in French (at least an intermediate level of proficiency)
- Excellent organizational skills, with the ability to prioritize multiple projects and deadlines
- Excellent emotional intelligence skills and an entrepreneurial mindset
- Excellent IT skills, including proficiency in Microsoft Suite (Word, Powerpoint, Excel), Google Suite for Education, Adobe Design software, Meta Business Suite
- Ideally, graphic design experience and/or strong interest in professional upskilling.