



International
School
Rheintal

Join the school of choice in the Alpen Rheintal region! ISR provides a high quality international education in English for students from Kindergarten to Grade 12, inspiring international-mindedness, academic and personal excellence and responsible engagement. We seek a self-motivated part-time

Media and Communications Professional (30 – 50%)

to join our team in promoting ISR to increase student enrollment.

The primary duties will include:

- Consulting on the strategic and conceptual approach to school communication and marketing with particular focus on heightened regional awareness to promote school enrollment
- Creating and implementing compelling communication concepts utilising modern digital media platforms and press releases as key distribution channels
- Contributing to the development of a clear brand strategy and ensuring a consistent message and brand story is communicated across audiences
- Developing and executing a yearly tactical communication plan to the ISR Communications Steering Committee to maximize ISR publicity among key stakeholders

The ideal candidate should have the following skills and experience:

- Higher education in Communications with two to five years' experience in a similar role
- Understanding of an international multi-cultural school (K-12) environment
- Strong communications skills and marketing proficiency with the ability to create targeted content for traditional and new media channels
- Comfortable with digital communications, specifically social media marketing (including Facebook, YouTube, Twitter, LinkedIn, Instagram)
- Awareness of and competence in Data Protection
- Competence with software and systems
- Readiness to build relationships with internal and external stakeholders
- Existing experience/relationships with media in the Rheintal/Liechtenstein/Vorarlberg/St. Gallen region is a plus
- Proven project and budget planning/management skills
- Fluent written and verbal communication skills in German and English

If you are a hands-on, creative, dynamic thinker who works well in an educational setting and is driven to achieve results through your own initiative, while working effectively within a team:

Contact ISR:

Meg Sutcliffe, Director
meg.sutcliffe@isr.ch
+41 81 750 63 00

ISR is a supportive, challenging and child-centered environment. We encourage each student to reach his or her potential whilst promoting international-mindedness, empathy and life-long learning. Through teamwork and individual endeavors, members of the school community should: Respect and take responsibility for themselves, others and the environment / Appreciate and respect diversity / Think critically / Reflect thoughtfully / Communicate effectively / Celebrate success.



www.isr.ch