



Community manager (50%)

Saint-Charles International School Switzerland is a dynamic, friendly and thriving school located in the Canton of Jura.

Saint-Charles International School Switzerland offers the Swiss programme and is a fully authorized IB World school for the Middle Years Programme (MYP, ages 13-16) and for the Diploma Programme (DP, ages 16-18).

The position

Collège et Lycée Saint-Charles seeks to appoint a **Community Manager**, 50% starting January 2024.

You will work in a small communications and marketing team under the responsibility of the director.

You will be responsible for the management and development of all social media content, paid social media campaigns, and social media reporting. You will plan and produce content for social media (photos, videos, infographics, etc.) in consultation with the marketing department, international admissions and management.

You will participate in the organisation of the school's various events, workshops, special days, parties, etc. **Main tasks**

- Planning and developing social media campaigns
- Crafting and developing compelling content
- Posting and updating content across social media accounts
- Being on top of the latest social media presence and brand awareness by maintaining a solid online presence
- Using social media marketing tools to create and maintain the company's brand
- Engaging customers and followers on different channels
- Establishing relationships with social media influencers to develop a strong network
- Analysing customer expectations according to past social media activity
- Communicating effectively to digital marketing manager and all stakeholders including senior management
- Defining key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs

Skills and preferred qualifications

Your profile

Education in communication/marketing or equivalent

At least two years of experience in a similar position

Experience in developing social media strategies

Knowledge of best practices for social media platforms such as Facebook, Instagram, LinkedIn, TikTok, etc.

Excellent verbal and written communication skills

Passionate about social media marketingExcellent command of English and French, both written and spoken

Aware of new trends in technology and social media

Ability to develop the right voice for each social media platform

Proven ability to build social media communities

Ability to measure the success of campaigns

Knowledge of photo, video and video editing tools

Knowledge of Adobe Creative Cloud and skills in producing different types of multimedia content

Knowledge of Canva

Curious, creative and proactive

Sense of organisation and priorities, able to multitask

Ability to analyse and summarise

Deadline for applications: December 8th 2023.

We offer

- A varied activity in an international and dynamic environment
- A progressive position in a fast-growing international school
- The opportunity to express your creativity and contribute your ideas
- Competitive salary and benefits
- Enhanced pension plan
- Subsidized lunches at school

Application

Interested candidates who meet the above-mentioned requirements should apply to

secretariat@saint-charles.ch

Please submit the following:

- A letter of motivation
- Full CV with photo

- Passport copy (Swiss or UE citizenship)
- Contact details of three referees, one of them being your current employer. Referees will be contacted with your consent.

Interviews

Interviews will be held online and/or face-to-face, as appropriate. Our school is committed to safeguarding and promoting the welfare of all students on our care and expects all applicants to share this commitment. We follow safe recruitment practices and appointments are subjects to satisfactory and criminal record/background checks.