



# Beau Soleil

Collège Alpin International

## Communications & Marketing Officer – Maternity Leave



### Our School

College Alpin Beau Soleil is an international co-educational boarding school for 11-18 year olds located in the Swiss Alps. The focus of the school is to balance a stimulating academic education with the wider opportunities to develop personal skills arising from the broad outdoor expeditions and service programme on offer.

The school community is bi-lingual and offers educational programmes in both English and French, offering the IGCSE and IB programme within the International Section and, for the French Section, the French Brevet and Baccalaureate programme. The student body is currently 230 students from 44 different countries.

College Beau Soleil is a member of the Nord Anglia Education group of schools which offers its staff the opportunity to share in its worldwide network of schools as well as benefitting from the professional training opportunities of a global education provider. College Beau Soleil is also a member of the Round Square organisation.

### Our Community

Join our vibrant, international marketing team and work together with us in a supportive and highly professional environment. Exciting and challenging work and the opportunity to develop your professional skills are an integral part of the Beau Soleil culture.

Our location in the Swiss Alps, offers an attractive lifestyle for employees who enjoy outdoor activities





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## The Role

**An exciting opportunity for a person with wide ranging creative talent to make their mark on an iconic premium brand.**



College Alpin Beau Soleil is looking to appoint a talented and ambitious Communication and Marketing Officer. A French mother tongue speaker with excellent written English you will have a passion for creating high impact copy and beautiful design to promote our school. Working closely with the Principal and Director of Marketing, you will play a central role in ensuring that everything we do is celebrated, shared and communicated across all channels.

Working in a spectacular alpine setting at the very heart of Europe, and joining the Nord Anglia Education family, the world's leading premium schools group, this position offers a fantastic opportunity for the right person.

So, if you have experience of marketing premium brands, driving engagement through social media channels and digital marketing, graphic design understanding trends and optimising web traffic through SEO, social media and graphic design then we would love to hear from you.

## How to Apply

Please apply online and send it along with your CV and motivation letter

Any offer of appointment will be subject to a clearance police check.

**Closing date for applications:** Friday September 22<sup>nd</sup>, 2017

**Contract period:** from December 2017 until July 2018



Find out more about us at [www.beausoleil.ch](http://www.beausoleil.ch)



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**JOB DESCRIPTION:** Communications & Marketing Officer

**STATUS:** Full Time

**REPORTING TO:** Director of Marketing

**JOB PURPOSE:** As a member of the marketing team the Communications and Marketing Officer will support the Director of Marketing to develop, implement and oversee strategies that engage and inform target audiences and support the vision and mission of the school.

**KEY TASKS AND RESPONSIBILITIES:**

**Guardian of the 'Beau Soleil Brand' image and message**

- Ensure that the 'focus/positioning' of the school has been captured and aligned in all materials and communication
- Ensure all design work meets visual identity guidelines.
- Ensure photographic and/or video coverage of internal activities and events as appropriate

**Production of exciting publications and materials for prospective parents**

- Design of printed materials including brochures, flyers, advertisements
- Creation of digital flyers and templates
- Editing and compiling a series of publications highlighting the work of the school

**Creating ambassadors from current parents through outstanding communication:**

- Creating and curating content for the School Website
- Producing the school Newsletter for parents and students
- Social Media – feeding and editing of the school's social media accounts: Twitter, Facebook, Instagram
- Editing and compiling the Yearbook

**Significantly raise the profile of Beau Soleil through online and offline reputation management and thought leadership:**

- Promoting the school through press releases to celebrate student and staff achievement
- Ensuring editorial coverage in all relevant external publications

**Supporting the wider Beau Soleil team**

- Attending such events deemed necessary by the Principal which are often held out of school hours
- Supporting and managing the administration of school publicity events as required
- Conducting tours of the school to prospective parents when required
- Acting as events assistant as required

- Undertaking any activity reasonably requested by the school management within the level of the post holder's expertise

**Qualifications/Requirements:**

- Bachelors degree in Graphic Design, Communications, Public Relations, Marketing or a related field
- 2+ years work experience in Graphic Design, public relations, marketing, communication or other relevant sectors
- Previous experience of using a CMS system
- Excellent graphic design skills; Excellent software skills with proficiency in InDesign, Photoshop, Illustrator, Acrobat, Knowledge of html and SEO desirable
- Previous experience in social media management
- French mother tongue equivalent with fluent English: excellent writing and presentation skills
- Proficiency in Adobe Design and MS-Office tools
- Prior experience in an international school or related position is desirable
- Skills in Photography and videography