

## Job Description

### Purpose of the role

Your primary objective is to create captivating content that fosters a sense of community, drives enrolment, and enhances brand recognition. Leveraging your expertise, you will play a vital role in developing dynamic marketing materials that effectively communicate the unique value proposition of our institution. By capturing the essence of campus life, academic excellence, and the overall student experience, you will work towards securing the position of BCIS as one of the schools of choice in Phuket.

**Reporting to:** Head of Marketing, Communications, and Community Relations

**Key Relationships:** All departments, managers of the extra-curricular programmes, the Sports Centre and the Planetarium, parents, students

### Key Tasks

#### Photography:

- Capture compelling images that showcase the unique aspects of our International School, including campus life, academic programs, extracurricular activities, events, and facilities.
- Plan and execute photoshoots, ensuring that key messages and branding guidelines are consistently reflected in the imagery.
- Edit and retouch photos to enhance their visual appeal and ensure consistency with the school's brand identity.
- Manage photography equipment and maintain an organized digital asset library.

#### Videography and Video Editing:

- Produce videos and images highlighting the features, benefits, and experiences offered by our International School.
- Conceptualise and storyboard content in collaboration with the marketing team to align with strategic objectives and target audience preferences.
- Capture compelling footage and images, ensuring optimal production quality and adherence to brand guidelines.
- Edit raw footage into engaging and polished videos, incorporating graphics, music, and other elements to enhance visual appeal and impact.

## **Graphic Design:**

- Design and produce graphical content, layouts, and visual merchandise for online and print publications, events, internal use, and external marketing purposes.
- Create animations and digital advertisements, undertake video editing, and support filming and photography as required.
- Engage with relevant team members on storyboards and design briefs, ensuring alignment with project requirements and timelines.
- Contribute design ideas and take the creative lead on projects, while adhering to the school's style guide.

## **Publicity Rights Management:**

- Ensure strict adherence to student publicity rights regulations at all times.
- Collaborate closely with the administration team to maintain an updated roster of students who have opted out of publicity rights.
- Share this roster with faculty members, raising awareness regarding the importance of upholding these rights.
- Remove images of students who have not granted publicity rights from the photo database and promotional materials.
- Engage with parents to foster understanding of the benefits of granting the school publicity rights, promoting a supportive community ethos.

## **Social Media and Community Management:**

- Execute the content strategy developed by the Head of Marketing, Communications, and Community Relations and the senior leadership team across various platforms, including social media channels, website, and newsletters, to engage our community and attract prospective students and parents.
- Roll out social media campaigns and actively manage our social media presence by curating content calendars, responding to comments and messages, and fostering meaningful interactions with our audience.
- Implement strategies to grow our online community, increase followership, drive engagement metrics, and optimise content strategies based on performance metrics and user feedback.
- Collaborate with internal stakeholders to gather stories, testimonials, and highlights that showcase the vibrant culture and achievements of BCIS.
- Work with stakeholders such as AEFEE, Cambridge, and ISP to ensure compliance with their guidelines and standards.

## **Collaboration and Communication:**

- Work collaboratively with members of the marketing team to understand project requirements, deadlines, and goals.
- Communicate effectively with stakeholders, including faculty, staff, students, parents, and external

partners, to coordinate photoshoots, video productions, and other visual projects.

- Provide creative input and contribute ideas for visual content that align with the school's brand and marketing objectives.

## General:

- Participate in the organisation of extra curricular activities and attend and participate in the organisation of school events, productions and sporting events when required.
- Follow the Safeguarding and Child Protection policy at all times.
- Be a role model for students and ensure adherence to the Staff Code of Conduct.
- Carry out other related duties as required by the Head of Marketing, Communications, and Community Relations and/or Head of School.

***This job description summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the Head of Marketing, Communications, and Community Relations and/or Head of School. Further responsibilities may be delegated to this position from time to time.***

CRITERIA	QUALITIES
<b>Qualifications and training</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree or equivalent in marketing, photography, videography, or a related field is preferred.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Proficiency in photography techniques, including composition, lighting, and post-processing/editing software (e.g., Adobe Photoshop, Lightroom).</li> <li>• Experience shooting and editing videos, with knowledge of video production equipment, techniques, and software (e.g., Adobe Premiere Pro).</li> </ul>
<b>Skills and knowledge</b>	<ul style="list-style-type: none"> <li>• Excellent English writing skills.</li> <li>• Command of French, Russian, Mandarin and/or Thai would be an asset.</li> <li>• Strong functional knowledge of social media principles, practices, and the desire to apply that knowledge in a professional environment.</li> <li>• Excellent organisational skills and attention to detail, with the ability to manage multiple projects simultaneously and meet deadlines.</li> <li>• Strong communication and interpersonal skills, with the ability to collaborate effectively with team members and stakeholders.</li> <li>• A passion for storytelling and visual communication, with a creative mindset and a proactive approach to problem-solving.</li> </ul>

<b>Personal qualities</b>	<ul style="list-style-type: none"><li>• A commitment to getting the best outcomes for all team members and promoting the ethos and values of the school.</li><li>• Ability to work under pressure and priorities effectively.</li><li>• Commitment to maintaining confidentiality at all times.</li><li>• Commitment to safeguarding and equality.</li><li>• High energy and maturity</li></ul>

OR an equivalent combination of training and experience

### Working Conditions

- Located at BCIS, 28/89 Moo 4, T. Chalong, A. Muang, Phuket 83130, Thailand.
- Standard work hours 8:00 am to 5:00 pm.
- Expected to occasional work beyond official work hours.

### Terms of Employment

- Standard administrative staff benefits.
- We align our practices to the International Task Force of Child Protection recommendations and are committed to safeguarding and promoting the welfare of all students. Applicants are required to give accurate information about their employment history and certifications. All applicants must be willing to undergo rigorous child protection screening, including checks with past employers.

### Application Process:

If you are interested in applying for any of the roles above, please send your **cover letter, CV and portfolio, together with the names and contact details of three professional referees** to [wsawangwan@bcisphuket.ac.th](mailto:wsawangwan@bcisphuket.ac.th). The deadline is **Tuesday 30 April 2024**.

We reserve the right to appoint before the final deadline.