



**GERMAN
INTERNATIONAL
SCHOOL | Boston**

empowering students for success in a global world

57 Holton Street, Boston, MA 02134 | P 617.783.2600 | F 617.783.2605 | www.gisbos.org

Marketing/Communications Associate

Position Overview

The Marketing/Communications Associate has primary responsibility to develop and implement the communications, marketing and advertising strategy for German International School Boston. We employ our website, social media outlets, annual advertising campaign, school newsletter, events, and other digital/print communication to recruit new students, retain current families, intrigue would-be friends, and affirm long-term partners. This is a full-time, 40 hours/week position with full benefits. Reports to: Head of Administration

Responsibilities:

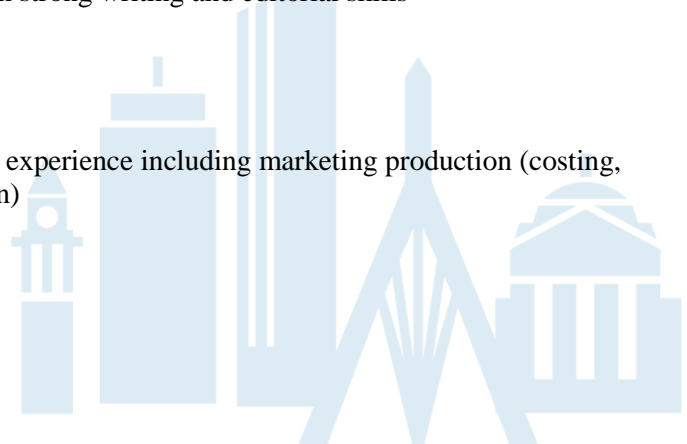
- Update and execute annual communications plan
- Implement annual advertising/marketing campaign (including concept development and design management)
- Initiate and manage public relations strategy
- Create and/or supervise design and production of marketing collateral (print, digital and merchandise)
- Maintain and enrich the School's website, gisbos.org
- Solicit, compile and share news and events, primarily through our Weekly Update newsletter
- Manage and develop content for GISB's social media platforms
- Ongoing internal style training; support staff & faculty with copywriting, proofreading, branding
- Design and distribute broadcast emails
- Support Admission Director with events (e.g., three annual Open Houses)
- Support Advancement Director with events (e.g., annual Gala fundraiser)

Knowledge and Skills:

- Appreciation of German culture required; proficiency in German language strongly preferred
- Demonstrated ability to independently manage creative projects from concept to delivery
- Outstanding interpersonal and organizational skills
- Experience with web management including basic analytics skills, basic HTML, familiarity with Wordpress or similar content management system
- Graphic design and digital photography experience
- Familiarity with the Adobe Creative Suite and marketing email tools e.g. MailChimp
- Extraordinary attention to detail reflected in strong writing and editorial skills
- A sense of humor

Education and Work Experience:

- Bachelor's Degree or equivalent
- 3 to 5 years of design and communications experience including marketing production (costing, vendor management, design and production)





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To Apply: Please email your resume and a thoughtful cover letter, outlining how your skills and experience could benefit our organization and how you learned about this position to Sara Kagey, HR Manager, at sara.kagey@gisbos.org. Applications will be reviewed on a rolling basis. Please include Communications Associate in the subject line of your email.

