



**GERMAN  
INTERNATIONAL  
SCHOOL | Boston**

**German International School Boston** is a bilingual independent school serving students aged 2.9 to grade 12. Learning at GISB is a multilingual, multicultural experience; graduates earn both a U.S. high school diploma and a German international Abitur. In addition to its international focus, GISB's urban location, commitment to affordability, and highly-involved family community make it a special place to learn and grow. GISB is an equal opportunity employer, providing generous benefits and a collegial, international work environment to a dedicated faculty and staff. For more information please visit [www.gisbos.org](http://www.gisbos.org).

## **COMMUNICATIONS/MARKETING MANAGER**

German International School Boston seeks an energetic, experienced, Communications and Marketing Manager to develop and implement a robust and effective communications, marketing and PR strategy that strengthens the School's brand and supports the School's strategic objectives. The successful candidate will work closely with the Director of Admissions.

### **YOUR TASKS AND RESPONSIBILITIES**

- Create and execute an annual advertising/marketing campaign, including concept development and design management.
- Write press releases, blogs, social media posts and related marketing content.
- Pursue marketing and PR opportunities and strategies in concert with the Director of Admissions.
- Create and/or supervise design and production of marketing materials (print, digital and merchandise).
- Maintain and enrich the School's website, [gisbos.org](http://gisbos.org).
- Produce the "Weekly Update" School newsletter for distribution to the GISB community, in both English and German, with support (when necessary) from the Executive Assistant.
- Manage and develop content for GISB's social media platforms.
- Support the Director of Admissions with special events (e.g. Open Houses, fundraisers).

### **QUALIFICATIONS**

- B.A. in marketing, communications, or related field;
- 1-3 years of experience marketing in a school, nonprofit or related environment;
- Experience working in Adobe Photoshop, Adobe Illustrator and Adobe InDesign
- Native-level German and English fluency (written and oral) strongly preferred.

**Classification:** Exempt, full-time

**Salary Grade:** Competitive

**Reports to:** Director of Admissions

**Contact:** Please direct your application to Marion Goodwin, Director of Admissions and Sara Kagey, HR Manager at [jobs@gisbos.org](mailto:jobs@gisbos.org).

GISB is committed to equal employment opportunity. We will not discriminate against employees or applicants for employment on any legally-recognized basis including, but not limited to: race; color; religion; national origin; genetic information; ancestry; sex; pregnancy, childbirth, or related medical conditions; marital status; sexual orientation; gender identity; age; physical or mental disability; citizenship status; veteran status; military service; application for military service; or any other protected class under federal, state, or local law. The School will make reasonable accommodations for qualified individuals with known disabilities, in accordance with applicable law.