

We welcome and connect • We nurture and inspire • We challenge and prepare

Marketing & Admissions Coordinator

Full time - start date to be determined

The International School of Berne is a dynamic, friendly and well-established school located in the immediate proximity of the Swiss capital of Berne. ISBerne aims for all students to be reflective and responsible life-long learners who are active and responsible global citizens.

The school offers the International Baccalaureate programme to its students aged 3-18 and forms part of Pansophic Learning, an international school management company with schools around the world. We are located on a brand-new campus and have a lively, multicultural school community representing over 50 nationalities.

As a relatively small school of around 300 students, we are looking to grow our enrolment and raise our profile both nationally and internationally. In your new position, you will work with the School Director and Business Manager towards these goals.

Main Responsibilities

- Responsible for the annual marketing plan including the development, execution and monitoring
- Responsible for the school's website
- Responsible for ISBerne's social media presence
- Run marketing campaigns to raise the profile of the school and to enhance the enrolment
- Oversee collaboration with marketing agencies if needed
- Produce marketing materials including school brochures
- Coordinate PR content to magazines, journals and other relevant publications
- Work with embassies, business relocation agents, education agents, other organizations and multinational companies for the purpose of generating leads
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- Oversee the implementation of the school brand style guide to ensure consistency and quality of positioning and visual identity
- Work with the Pansophic Learning Marketing Team to establish enrolment goals, accurate forecasting and regular reporting of the enrolment funnel
- Maintain an accurate leads database from which to promote current and future opportunities
- Continuously analyse school enrolment data to identify opportunities and risks and help develop plans to unlock and mitigate
- Assist in hosting business & admissions events within the school campus and outside for profile raising and accessibility to the local and regional community
- Work with embassies, business relocation agents, education agents, other organizations and multinational companies for the purpose of generating leads
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- Provide quarterly reports on activity, results and expenditure to the school board
- Produce annual reports on competitors including fees, student numbers and academic provisions



Profile and Skills

The successful candidate will have the following background and skills

- Bachelor's degree in marketing and digital communication
- 5+ years' experience in growing/increasing sales in a competitive market
- In-depth knowledge of digital and social media trends and tools as well as copywriting
- Outstanding oral and written communication skills
- Hands-on, dynamic profile with focus on operational excellence, details and timelines are a must
- It will be essential for the post holder to be fluent in English in oral and written form. Knowledge of German would be an advantage.
- Excellent knowledge of region and market a bonus
- Education sector experience would be an advantage
- Right to work in Switzerland is a must

Salaries and Benefits

- Competitive salary and other benefits, including an enhanced pension plan

Application

Interested candidates who meet the above-mentioned requirements should apply to recruitment@isberne.ch.

To apply, please send a single pdf document including the following materials:

- A letter of motivation
- Full CV
- Copy of Passport & Swiss work permit or Swiss ID
- Contact details of three professional referees who have line-managed you, one of which should be your current or most recent employer

Our school is committed to safeguarding and promoting the welfare of all students in our care and expects all applicants to share this commitment. We follow safe recruitment practices and appointments are subject to satisfactory references and criminal record/background checks.