

Job Description | **Visual Content Specialist**

Possible start April 2025 onwards

About AISB

AISB is a dynamic and innovative international school committed to providing a high-quality education for students from diverse backgrounds. We are seeking a talented and passionate visual content specialist to join our Advancement team and help us build and create an engaging and informative content strategy.

Position Summary

AISB is looking for a creative and motivated Visual Content Specialist to enhance its brand image and support marketing and communication efforts. This role involves designing, coordinating, and delivering compelling visual content for inbound and outbound marketing and communications initiatives. The specialist will collaborate with stakeholders to create visuals that align with AISB's goals, requiring strong technical skills, creativity, and expertise in visual storytelling.

Key Responsibilities

Project Coordination

- Deliver an ongoing portfolio of images and short films to tell an authentic and positive story of AISB in line with the school's marketing and communications strategy.
- Manage visual content projects, including coordination with external agencies or freelancers if necessary.
- Act as the school representative with third parties for the production of marketing materials, as needed.

Asset Management

- Manage asset library, including photos and video and parents consent management.
- Optimize visual content for different platforms (e.g., resizing, compressing for web use, color correction).

Brand Ambassadorship

- Ensure all visual materials align with the school's branding guidelines.

- Serve as a brand/visual impact liaison between the Advancement Office and the school community.

Qualifications and Skills

- Bachelor's Degree or equivalent experience.
- Proficient in oral and written English and ideally in Hungarian (oral).
- Technology proficient in web applications, Google Applications, social media, and design software.
- Familiarity with constituent and relational databases.
- Strong understanding of brand development and multichannel marketing strategies.
- Expertise in graphic design software such as Adobe Creative Suite 14.
- Creative individual with a strong aesthetic sense and attention to detail.
- Excellent storytelling skills to create narratives through visual media.
- Detail-oriented with exceptional organizational and time-management skills.
- Effective communication and collaboration skills.
- Ability to handle multiple projects in a fast-paced environment..
- Familiarity with independent/international schools.
- Ability to work independently and as part of a team.

Personal Attributes

- Exceptionally reliable, resourceful, and committed to supporting the mission and goals of AISB.
- Positive attitude, polished, charismatic, with exceptional interpersonal and communication skills.
- Willingness to seek professional development and build skills.
- Demonstrates proactive initiative and the ability to multi-task.
- Cooperative and collaborative, establishing positive working relationships with staff, students, and parents.
- Maintains an optimistic, solution-based approach to problem-solving.
- Possesses a personable and professional demeanor, good judgment, a sense of humor, and a willingness to be engaged in the life of the school.

Overall Approach

- Help maintain brand image consistency across all channels of communication.
- Develop professional skills relevant to the area of design and marketing as a continuous process.
- Maintain marketing awareness by gauging trends in the community and approaching outreach solutions thoughtfully.

- Maintain complete confidentiality regarding family information.
- Care to refrain from non-essential conversations around individual family circumstances/personal matters, particularly during work hours.
- Perform duties with the utmost professionalism and attention to effectiveness in delivering complete visual products of an exceptional standard.

Benefits

- Opportunity to work in a dynamic and supportive environment.
- Professional development opportunities.
- Chance to contribute to the growth and success of our leading international school.

If you are a passionate and creative individual with a strong understanding of digital marketing, we encourage you to apply for this exciting position. Please submit your resume and cover letter to Hajni Vass (hvass@aisb.hu).