

We are looking at earliest convenience for an

## Admissions, Marketing and Communication (AMC) Manager 100%

### Key Role

You understand and live the vision, mission, and values of Hochalpinen Institut Ftan AG ("HIF") as part of Education in Motion Group ("EiM") to be able to interact with students, parents, and other employees according to these guidelines. You are responsible for building on the positive reputation and brand awareness of HIF to attract, convert, and retain families, as well as promote the school's strengths, values, and culture to internal and external audiences. When communicating with and for the HIF community, you have a strong respect for and an understanding of education and putting students first.

### Skills

- Bachelor's degree or training in marketing and communications, business, or related school discipline; at least three years of relevant or related work experience
- Fluent English and German speaker with excellent communication skills, including high standards of written communication. Knowledge of other languages, would be a plus
- Affinity towards media on different channels, including the technology to use them easily
- Ideally, familiarity with website content management and design, online tools and software for editing video, photos, and audio or willingness to train on these skills
- Ideally experienced with digital communication and market research
- Exposure to an education / admission setting is preferred, and a keen interest in working in a school environment is required
- Prior leadership experience is an advantage

### Personal profile

- Highly integrative personality that relates to all school family members
- Demonstrable experience of strong leadership attitude to take people along
- An ability to prioritise, meet deadlines and work effectively under pressure
- Absolute affinity for technology and digital aspects of work life as well as computer literacy
- Be a personality that can add creativity and innovation to the team

### Daily tasks

- You make it your personal mission to create a memorable, personalized, and warm admissions experience to support the school's growth plan
- You inspire the inner and wider community to participate in admissions events actively
- You drive digital marketing, brand marketing, admissions, and digital experiences in the school
- Oversee day-to-day operations of marketing, communications and admissions, managing deadlines and production schedules
- You guide the development of admission and marketing materials, events, and marketing practices by developing ideas with the school leadership
- Cooperate with the school leadership team and other internal stakeholders across a breadth of communications
- Develop and execute broad communications initiatives by providing high-level written materials with consistent messaging

### Application closing date: 31<sup>st</sup> August 2024

For further information, please get in touch with Jared Nolan, Head of Campus: [jared.nolan@hif.ch](mailto:jared.nolan@hif.ch).  
Please send your complete application documents electronically to Jared Nolan, Head of Campus: [jared.nolan@hif.ch](mailto:jared.nolan@hif.ch)

### Safeguarding Statement

Hochalpinen Institut Ftan is committed to safeguarding and promoting the welfare of all the students in our care and expects all applicants to share this commitment. We follow safe recruitment practices, which are aligned to the recommendations of the International Task Force on Child Protection. We hold ourselves to a high standard of effective recruiting practices with specific attention to child protection.

All appointments are subject to an interview, identity checks, criminal record checks, successful references, as well as a visa and work permit process as required by Swiss law, where applicable.