



INTERNATIONAL SCHOOL OF  
**SCHAFFHAUSEN**

## Digital Marketing Specialist (60–80%)

**Location:** Schaffhausen, Switzerland | **Languages:** Fluent English & German (C1/C2)

**Application Deadline:** March 31, 2026 | **Start Date:** June 2026

### The Mission: Capture the Magic

At ISSH, "Together, we thrive" is more than a motto - it's the story we tell. We are looking for a **Digital Storyteller** to capture the magic in our everyday life from the spark of discovery in a science lab to the quiet confidence of a boarder finding their home, weaving these moments into a global narrative.

### Your Creative Journey

- **Content Creation:** You are a visible, welcoming presence on campus, moving effortlessly between students and staff to proactively capture high-impact content.
- **Digital Strategy:** You own the strategy and execution of our social media channels, managing our online community and crafting compelling newsletters.
- **Digital Campaign Lead:** You design and execute multi-channel digital campaigns, using precise targeting and drive measurable growth for the school.
- **Data & Insights:** You track engagement and campaign performance, turning metrics into actionable insights to refine and sharpen our digital strategy.
- **Narrative Copywriting:** You craft compelling stories across all channels, switching effortlessly between English and German to resonate with our global audience.
- **Design & Brand Governance:** You adapt our corporate design across all channels and support our team with high-quality design requests.

### Who You Are

- **Natural Communicator:** You put people at ease on camera and navigate school life with empathy and humour. You are a natural collaborator, aligning effortlessly with students, families, and staff to ensure our stories are captured authentically.
- **Resilient & Adaptable:** You thrive in a vibrant, fast-paced environment. You can manage competing priorities with ease and maintain your creative energy, even during the busiest weeks of the school year.
- **Creative Self-Starter:** You see the "shot" before it happens and are a proactive source of fresh ideas. You enjoy the freedom of autonomous work, while understanding that "capturing the magic" requires being where the action is.
- **Bilingual Professional:** You switch effortlessly between German and English to resonate with our local and international community.

## Your Toolkit

- **Design:** Proficiency in Canva (Adobe CC is a significant advantage).
- **Social Media:** Expertise in Meta Business Suite, YouTube Studio, and LinkedIn.
- **Performance:** Experience building paid social campaigns and tracking metrics.
- **Gear:** Proficient with smartphones and professional cameras.

## The Rhythm of Your Role

- **On-Campus Presence:** You are a familiar face in classrooms and at events.
- **Creative Deep Work:** Enjoy the flexibility of remote work for focused tasks
- **Agility:** Occasional flexibility to cover key school events outside standard hours.

## What We Offer

- **Creative Freedom:** A role where your ideas are heard, your work is valued, and you have the room to test new content formats and digital trends.
- **A Global Family:** A warm, international community in a beautiful Swiss setting that values human connection as much as academic excellence.
- **Professional Impact:** The chance to represent a leading school with outstanding academic results and a deep commitment to belonging.

## Ready to tell our story?

Show us how you frame the world. Please send your **CV and Portfolio** (or links to social media accounts you have managed) to:

**Stefanie Schröder, Marketing Director**  [s.schroeder@issh.ch](mailto:s.schroeder@issh.ch)

*Note: Only shortlisted candidates will be contacted. If you haven't heard from us within four weeks, please assume we will not be pursuing your application at this time.*