

EST. 1947

LA GARENNE
INTERNATIONAL SCHOOL

JOB VACANCY

SOCIAL MEDIA
CONTENT CREATOR

About our School

La Garenne School - Be the one that makes the difference

OUR VISION

To inspire our community to be responsible global citizens in an ever-changing world.

OUR MISSION

The mission of La Garenne International School is to prepare students from around the world to become independent, international-minded young people. We promote traditional Swiss values of open-mindedness, responsibility, innovation, empathy, and respect. We strive to nurture each learner's talents, meeting their individual needs and aspirations.

OUR CORE AIMS

CARE

Give each student personalised attention with empathy and understanding to help keep them happy, motivated and healthy as they progress towards adulthood.

RESILIENCE

Promote strategies to adapt, recover, and grow in the face of challenges. Students step out of their comfort zone and learn never to give up.

BE HAPPY AND NEVER, NEVER, NEVER GIVE UP

IMPACT

Prepare students to make a difference to themselves and to the world through community service and peer support, giving them the tools for self-reflection, aspiration and personal growth.

CURIOSITY

Make inquiry central to our teaching and learning so that students become lifelong learners, never ceasing to critically investigate, question, and analyse.

UNLEASH YOUR TALENTS, INSPIRE THE WORLD

Job Description

Start date: January 2027

This is a full-time position requiring flexibility to work outside normal school hours, including weekends.

The **Social Media Content Creator & Assistant Marketing Officer** will be responsible for producing, managing and publishing engaging visual and audiovisual content across La Garenne International School's internal and external digital platforms. This includes photography, videos, reels, stories and other creative content tailored to each platform. Our channels include Instagram, LinkedIn, Facebook, TikTok, YouTube, WhatsApp and Telegram.

The successful candidate will play a key role in raising the profile of La Garenne International School, strengthening our online presence and increasing audience engagement, while ensuring consistency in our branding, messaging and market positioning.

The primary objective is to bring La Garenne's unique story to life by promoting our exceptional teaching, academic excellence, vibrant school community, outstanding facilities and the extraordinary opportunities offered by our location in the Swiss Alps. Through authentic, compelling and creative storytelling, the Social Media Content Creator will communicate what makes La Garenne special and inspire prospective families, current parents, students, alumni and educational partners around the world. Finally, support the Marketing Department projects.

Main Duties

- Work closely with the Admissions, Marketing and Executive teams to identify engaging school activities, events and achievements which appeal to current and prospective families.
- Plan, create, edit and publish high-quality photographic, video and audiovisual content for the School's website, social media platforms and other digital communication channels.
- Manage and develop La Garenne's social media presence, engaging with online communities, encouraging interaction and building relationships with followers.
- Develop and implement creative content strategies which strengthen the School's online presence, increase audience engagement and attract prospective families.
- Ensure that all content consistently reflects La Garenne's identity, values, educational philosophy and distinctive positioning as a leading international boarding school in the Swiss Alps.
- Draw on existing market research, parent and student feedback, and interviews to develop authentic and compelling content which highlights the School's strengths and unique character.
- Monitor social media trends, competitor activity and emerging digital platforms to identify new opportunities for promoting La Garenne and reaching wider international audiences.
- Monitor and analyse social media performance, using engagement statistics and audience insights to evaluate the effectiveness of content and continuously improve results.
- Maintain an organised library of photographs, videos and other digital assets, ensuring that content is appropriately stored, accessible and used in accordance with the School's safeguarding and privacy policies.
- Support the Marketing Officer in planning and executing marketing projects, including coordinating tasks, preparing materials, and tracking progress.
- Undertake other duties as assigned by the General Director.

Person Specification

- Proven experience in creating, producing and managing engaging digital content for websites and social media platforms.
- Strong professional photography and videography skills, with the ability to capture high-quality images and video in a variety of settings.
- Excellent photo, video and audio editing skills, with proficiency in relevant professional software and creative tools.
- A creative mindset and a strong visual sense, with the ability to identify compelling stories and bring them to life through engaging content.
- Excellent attention to detail, accuracy and consistency, with a commitment to maintaining high standards of quality.
- A proactive, adaptable and enthusiastic personality, with the initiative to identify opportunities and develop fresh ideas.
- Strong interpersonal and communication skills, with the ability to establish positive and effective working relationships with students, staff and the wider school community.
- Excellent organisational and time-management skills, with the ability to manage multiple projects, meet deadlines and respond to changing priorities.
- A genuine interest in education and school life, with the confidence and sensitivity to work with children and young people of different ages and nationalities.
- Fluency in English, both written and spoken.
- Proficiency in French.
- Knowledge of Spanish or another language would also be an advantage.
- Flexibility to work outside normal school hours, including occasional evenings and weekends, to cover school events, activities and special occasions.
- A strong understanding of privacy, data protection, consent and safeguarding requirements relating to the photography, filming and online representation of children and young people.

How to Apply

We welcome applications from creative, enthusiastic and motivated individuals who share our passion for education, are eager to contribute to the wider life of the School and are committed to upholding La Garenne's Guiding Principles and Core Aims.

Applicants should submit the following documents to the email address below:

- An up-to-date curriculum vitae (CV).
- A cover letter outlining your relevant experience, skills and motivation for applying.
- A portfolio or links to examples of your photography, videography and social media content.
- A copy of the information page of your passport and/or valid Swiss work permit.
- Names and contact details of at least two professional referees, preferably from your two most recent positions.

hr@la-garenne.ch
Human Resources
Chemin des Chavasses 23
1885 Chesières
Switzerland

La Garenne International School is fully committed to safeguarding and promoting the welfare of all children and young people in our care. We expect all employees to share this commitment and uphold the highest standards of child protection.

All appointments are subject to rigorous pre-employment screening, including verification of identity, qualifications, employment history and references, as well as criminal record checks. These include the special extract from the Swiss criminal register for individuals working with children and young people.

We welcome applications from candidates of all nationalities. La Garenne International School is willing to support the successful candidate with the visa and work permit application process, where required, subject to Swiss immigration regulations.

Overview of Employee Benefits

- The opportunity to live and work in the beautiful Swiss Alps, with excellent transport connections to major Swiss cities and the rest of Europe.
- The opportunity to join a well-established international school with an excellent reputation.
- A dynamic and supportive working environment within a growing school, offering opportunities for career development and progression.
- The opportunity to work alongside a dedicated, highly qualified and enthusiastic team of international colleagues.
- Access to professional development and training opportunities.
- An exceptional quality of life, with year-round access to skiing, hiking, cycling and a wide range of outdoor activities in and around Villars-sur-Ollon.
- Access to the School's gym and fitness facilities.