



# INTERNATIONAL SCHOOL SUVA

*World Class Citizens ~ Life Long Learners*

## Social Media Officer

### **Job Description**

**Position Title:** Social Media Officer

**Reports To:** Head of School

**Coordinates With:** Heads of Primary and Secondary, relevant staff members

**Time Period:** Three-year contract, renewable

We are seeking a qualified and experienced Social Media Officer to join International School in Suva, Fiji.

### **Position Overview:**

The Social Media Officer at International School Suva (ISS) will be responsible for creating and curating content for the school's social media platforms, engaging with the school community online, monitoring social media trends, and implementing strategies to enhance the school's online presence

### **Key Responsibilities:**

1. Developing and implementing a social media strategy to enhance the school's online presence and engagement with the school community.
2. Creating and curating engaging content for various social media platforms, such as Facebook, Instagram, Twitter, and LinkedIn.
3. Monitoring social media channels for feedback, comments, and inquiries from parents, students, and the community, and responding in a timely and professional manner.
4. Collaborating with the marketing and communications team to align social media efforts with the school's overall branding and messaging.
5. Analysing social media metrics and performance data to track the effectiveness of campaigns and make data-driven decisions for future strategies.
6. Staying up-to-date on social media trends and best practices to ensure the school remains relevant and competitive in the digital landscape.
7. Keeping an oversight of the School website and working with the relevant teams to maintain it

### **Other Duties:**

- Perform any other duties assigned by the Head of School.

### **Education and Skills Requirements:**

- Bachelor's Degree in Marketing, Business Administration, or a relevant field with minimum 2 years' work experience as a Social media expert
- Diploma in Marketing, Business Administration, or a relevant field with minimum 4 years work experience as a Social media expert
- Excellent communication skills.



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- Strong organizational and coordinating abilities.
- Multitasking skills, creativity and innovation.
- Proficiency in creating multimedia content (text, images, videos) that resonates with the target audience and aligns with the Schools branding.

## **Personal Characteristics:**

- Easily approachable with good interpersonal skills.
- Proactive, self-motivated, and adaptable.
- Ability to work well under pressure.
- Demonstrates empathy and understanding.
- Maintains confidentiality and high integrity.
- Proficient communicator (oral and written).
- Affinity with and interest in education and ISS's goals

## **General Expectations / Responsibilities:**

- Follow the guidelines of the school's protective behavior policies and protocols.
- Follow all other school policies and procedures.