



SURVAL MONTREUX
GIRLS' SCHOOL IN SWITZERLAND

Content Creator

Full-Time

Start Date: 1st June 2024 (or as soon as possible)

Surval Montreux is a unique international girls' boarding school in Switzerland which provides an exceptional all-round education for girls aged 12-18. The school offers a High School programme for Grades 8-12, alongside a French Language and Culture programme, a Winter Camp and a Summer Camp from June to August.

All aspects of a Surval education focus on empowering girls to challenge themselves, own their voice and lead their journey, across the academic, enrichment and pastoral life of the school.

Surval belongs to the international education group Bellevue Education consisting of 21 schools, with headquarters in London, UK.

The Role

Do you have a passion for navigating the dynamic landscape of international markets while utilising cutting-edge strategies? We are looking for an enthusiastic and talented Content Creator with a keen focus on digital marketing to join us at Surval Montreux and get involved with the girls on a day-to-day basis. You will lead our global marketing efforts across international markets, developing and executing strategies and materials to boost brand awareness, engagement, and student recruitment. We want to hear from you if you thrive in a fast-paced environment, have a deep understanding of digital marketing platforms, and have a successful track record of marketing campaigns.

With a strong focus on goals and detail-orientation, this role provides you with a great deal of responsibility and autonomy. The challenges and rewards of this position will challenge and inspire individuals who enjoy working hard.

We are looking for an all-rounder who is flexible and objective-driven with a strong work ethic, entrepreneurial spirit, and a passion for expanding Surval's international reach. The ideal candidate will be self-motivated, able to work without direct supervision, creative and interested in other cultures.

Along with all-round marketing support from Bellevue Education's central marketing team, Bellevue marketers receive group-wide best practice, resources, networking opportunities, and support.

Reporting directly to the Principal, you will work closely with the admissions registrar and the central Bellevue marketing team.

Route de Glion 56, 1820 Montreux, Switzerland



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www.surval.ch



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Key responsibilities

- Develop, lead and implement an annual strategic communication and content plan that ensures effective and timely communication across all channels in line with the school's priorities
- Ensure a strong brand message and positioning through a clear communication mix
- Collaborate closely with internal teams
- Establish and maintain a content marketing plan to create blogs, videos, infographics, and other digital assets that engage and convert target audiences
- Social media management, particularly Facebook, LinkedIn, Instagram and TikTok
- Lead the development, optimisation, and maintenance of our websites, ensuring SEO best practices and a seamless user experience
- Work closely with third party digital agency for PPC campaigns
- Make informed marketing decisions based on data-driven insights and optimise digital campaigns to maximise their effectiveness
- Research and analyse target international markets in depth to identify market trends, consumer behaviour, and competitive landscapes
- Produce newsletters and other marketing materials that creatively reflect Surval's exceptional educational experience
- Provide monthly reports and insights to stakeholders on website and social media traffic, engagement metrics, conversion rates, and other relevant metrics
- Maintain the school's brand guidelines and ensure a brand toolkit is available
- Oversee the communications of the school, ensuring consistency and effectiveness in messaging
- Manage the school's online listings
- Responsible for capturing and managing the school's photography and videography, ensuring that the school's image bank is up to date and effectively communicates the school's unique selling point
- Liaise with printers, designers and suppliers for marketing collateral and digital requirements

Qualifications and Requirements

- A Bachelor's degree or equivalent qualification, ideally within marketing, PR or communication
- Minimum of 5-6 years' work experience in marketing and/or communication
- Excellent communication skills with fluency in English
- Creative design experience with excellent writing, editing and proof-reading skills
- Strong understanding of digital marketing channels and platforms, including social media, search engine marketing, email marketing, content marketing, PPC, and Google Ads
- Experience of using content management systems such as WordPress
- Proficiency in analytics tools such as Google Analytics or similar platforms
- A team player with strong interpersonal and communications skills
- Proven track record of leading and executing successful content and digital initiatives
- Organised and able to keep on top of many details and prioritise effectively
- Willingness to have some flexibility in working hours in order to be available to capture key school experiences in the life of this busy boarding school
- Sales-minded, energetic and resilient
- An all-rounder who enjoys doing daily administrative routines as much as creating new marketing and sales ideas or finding solutions to problems

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Desirable

- A working knowledge of the French language. Any further language skills are an advantage
- Experience of working with International markets
- Adobe Creative Suite
- Hubspot

How to Apply

To apply for this role, please submit the following documentation to the Principal's PA, Ms Pernille Mogensen pernille.mogensen@surval.ch :

1. **Letter of Motivation addressed to the Principal, Ms Nicola Dudley**
2. **CV**
3. **[Online application form](#)**

Applicants must give the names and contact details of three referees. Applicants should be aware that Surval reserves the right to contact previous employers, but will only do so after discussion with the applicant.

Pre-employment Checks

Employment with the School will be subject to the School being satisfied with the following:

- Criminal Records Disclosure or other relevant certificate from the relevant police authority;
- Verification of qualifications and identity;
- Three satisfactory references received;
- Such other pre-employment checks as the School is required to complete in accordance with its statutory or regulatory obligations and in the limits of the Swiss Federal Act on Data Protection (FADP) 19 June 1992).

Surval Montreux is committed to safeguarding and promoting the welfare of children; applicants must be willing to undergo child protection screening, including checks with past employers and appropriate police check.

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