



American International School of Zagreb

Accredited by the Middle States Association of Colleges and Schools
Authorized by the International Baccalaureate

Communications Manager **Job description**

The Communications Manager at the American International School of Zagreb (AISZ) will lead and execute a bold communications strategy to elevate the school's community presence, grow engagement, and ensure the AISZ story reaches and resonates with its international and local audiences.

The role serves as a nexus between sharing our story, attracting new families to our community, documenting our history, and seeking innovative pathways for development and communication. This multifaceted position involves curating the school's narrative and enhancing its communication strategies. The role works closely with the School Leadership Team, IT personnel, Admissions Manager, and Activities and Athletics Director.

Responsibilities:

Digital Strategy & Brand Visibility:

- Develop and lead a comprehensive digital communications strategy that drives traffic, engagement, and improves the reputation of AISZ.
- Manage and regularly optimize the AISZ website for SEO, accessibility, and user experience.
- Own AISZ's digital brand presence across social media, ensuring tone, visuals, and messaging are unified and effective.

Social Media Leadership:

- Create, schedule, and publish engaging, high-quality content across AISZ's social media platforms (Instagram, Facebook, LinkedIn, YouTube, etc.).
- Monitor analytics and audience trends to adjust strategies and grow reach.
- Collaborate with alumni, staff, and students to source stories, celebrate school life, and amplify voices from across the AISZ community.

Content Creation & Editorial:

- Write, edit, and produce content for web, email newsletters, campaigns, blog posts, press releases, and video storytelling.
- Establish our brand standard and ensure all internal and public-facing content reflects AISZ's values, tone, and brand standards.



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- Maintain an editorial and campaign calendar aligned with school events and strategic priorities.

SEO & Performance Monitoring:

- Conduct keyword research and integrate SEO best practices across web and digital content.
- Use tools like Google Analytics and social insights to track KPIs and inform decision-making.
- Stay on top of digital trends to ensure AISZ's messaging remains relevant and engaging.

Community Engagement & Communications:

- Partner with the School Community Organization to support events, initiatives, and parent outreach.
- Support internal and external communication efforts, including messaging from school leadership and crisis communication protocols.
- Respond promptly and professionally to public inquiries, feedback, and media requests.
- Foster strong relationships with alumni, parents, donors, and other stakeholders.
- Work seamlessly with the Admissions and Alumni Manager to integrate the AISZ Story and translate these into new enrolments.
- In conjunction with the Leadership Team, coordinate and implement analysis of our programs through surveys and feedback.
- Provide guidance and support to leadership and educators on communication best practices.

Content Governance & Brand Management:

- Proofread and review internal and external content to ensure clarity, accuracy, and brand alignment.
- Develop and maintain digital asset libraries, brand guidelines, and templates for school use.
- Provide training and guidance to staff on digital tools, brand tone, and communication best practices.
- Take the lead on creating and delivering AISZ's annual communications materials, collaborating with graphic designers and external partners to bring each piece to life.



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Community Events & Strategic Partnerships:

- Lead communication and promotional efforts for key school events, such as the AISZ 60th Anniversary; leading projects, events content, and media that celebrate the school's legacy and future.
- Support the planning, coverage, and storytelling around other school events throughout the year. This will include specific media campaigns highlighting programs of strategic importance.
- Collaborate with faculty, students, and parent organizations to ensure events are well-publicized, visually documented, and aligned with AISZ's brand and values.
- Represent the school as the first point of contact for external organizations and business partnerships, i.e. news outlets, AmCham, Embassy Outreach and other regional organizations.
- Seek opportunities for collaboration with local organizations and institutions and increase AISZ's presence in publicity and community events.
- Assist with any future development of advancement or fundraising campaigns.

Position Flexibility

- The nature of this position will require creativity and flexibility to ensure excellence in communication. This will require the Communication Manager to support other duties as assigned.

Preferred Qualifications:

- Excellent communication skills including writing and editing, with a keen eye for detail and storytelling.
- Experience in the fields of marketing and communication.
- Experience in planning, organizing, and hosting events.
- Experience in developing and implementing communications strategies in a multicultural context.
- C2 English and Croatian.
- Strong understanding, experience of GDPR.
- Strong proficiency in digital communications, including social media management and content creation.
- Experience in historical research, archival management, and storytelling.
- Ability to work both independently and collaboratively in a fast-paced environment and manage multiple projects simultaneously.
- Proficiency in relevant software, tools, and content management systems.
- Knowledge of fundraising principles and experience in donor relations is desirable.



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Designation

- Full time leadership position with flexible working options during school breaks and holidays.
- The position reports to the Director.

How to apply:

Please send the following documents in **PDF format** to **employment@aisz.hr**:

- Letter of interest for the position
- Curriculum Vitae (CV)
- List of three recent supervisory references