



St. Gilgen
International
School

SALZBURG | AUSTRIA



We are recruiting...

Social Media, Alumni & Communications Specialist

Starting Date: mid September 2026

We (StGIS) are recruiting in the department Marketing:

Social Media, Alumni & Communications Specialist

(full-time, 40 hrs weekly)

Are you looking to thrive in a dynamic role within one of Europe's most unique international schools? St. Gilgen International School (StGIS) is seeking a creative and driven individual to join our team. If you have strong communication skills and a knack for creatively expressing our school's identity, we want to hear from you.

Key Responsibilities:

- Develop and manage the organic digital media plan that strengthens the school's online presence, supports admissions priorities and builds alumni engagement, within the wider marketing strategy set by the Austrian Marketing Manager.
- Own and coordinate an integrated content calendar across social media, the website, newsletters and alumni communications, and publish and engage across Meta (Facebook and Instagram), LinkedIn, TikTok and YouTube — responding to routine community engagement and escalating sensitive or reputational issues as appropriate.
- Create high-quality multimedia content — photography, short-form video, interviews and written stories — that showcases everyday school life, student achievements, academic, boarding and co-curricular programmes, outdoor education, wellbeing and school events.
- Identify and write authentic community stories, school news, interviews and thought-leadership pieces, and supply content assets for paid campaigns and for agent and parent communications.
- Write, coordinate and upload routine news and approved website content, and help identify website content gaps (technical website changes and builds sit with the Cognita Web Team).
- Plan, build and distribute school newsletters, maintain recipient lists and review newsletter performance.
- Manage the alumni database, profiles and stories, and support the annual alumni engagement plan, the relationship with the Alumni Association, alumni referral and advocacy activity and fundraising-related communications, in collaboration with the IB Coordinator, Marketing, Admissions and school teams.
- Support recruitment and school events with collateral and presentations, on-site photography and social coverage, event promotion and follow-up, and event logistics and family attendance.
- Produce agent newsletters, presentations and marketing materials, and help coordinate agent webinars and presentations.

“At St Gilgen International School, we support our students to be prepared to grow and, through honest reflection, to strive for excellence in everything that they do; we expect the same high standards and approach to learning from our staff”

Martina Moetz, Head of School



St. Gilgen
International
School
SALZBURG | AUSTRIA

- Apply and maintain StGIS and Cognita brand standards and templates — internal posters, email signatures, Word and PowerPoint templates, branded signage (with Facilities) and school brochures — and brief designers and production suppliers as required.
- Curate and maintain an organised digital asset library, using Premiere Pro, After Effects, Canva or comparable tools and ensuring consistent brand identity, tone of voice and visual standards.
- Monitor organic reach, engagement and content performance, prepare regular insights and support the weekly StGIS marketing commentary; monitor local competitor activity and gather parent, alumni and community insight (including the Voice of Parent survey).
- Ensure photography, video, website, newsletter and alumni activity complies with GDPR, safeguarding, image-consent and school privacy requirements, and apply brand and privacy standards to content production.

Required Skills:

- Relevant experience in social media management, content creation, digital communications or community engagement.
- Proven ability to build audiences and drive engagement through organic content on Meta (Facebook and Instagram), LinkedIn, TikTok and YouTube.
- Excellent written and verbal communication skills in English and German, with copywriting, editing and proofreading ability.
- Confident photography, videography and short-form video editing skills, with a strong understanding of visual storytelling.
- Comfortable creating and updating website content in a CMS (e.g. WordPress) and planning, building and sending newsletters using email-marketing tools.
- Good working knowledge of Adobe Creative Suite (Premiere Pro, After Effects), Canva or similar creative tools, as well as Microsoft 365.
- Strong organisational skills, with the ability to manage a content calendar, prioritise deadlines and respond flexibly to school life and events.
- Independent, proactive and collaborative working style, with sound judgement, discretion and sensitivity when working with students, staff, parents and alumni.
- Willingness to learn, test new formats and adapt to developments in digital communication, analytics and responsible AI-supported content workflows.

The security to grow, the freedom to thrive.

St Gilgen International School – Path of Excellence



St. Gilgen
International
School
SALZBURG | AUSTRIA

Preferred Skills:

- Experience with CRM systems and alumni or database management, and with event or fundraising support.
- Working knowledge of Adobe InDesign and Illustrator, or comparable tools, for brochures, templates and print materials.
- Basic understanding of SEO/GEO, Google Analytics (GA4), platform analytics and performance reporting.
- Experience in education, international schools, alumni relations, agent communications, events or fundraising support.
- Familiarity with applying brand guidelines and briefing designers or print suppliers.
- Ability to support occasional event coverage outside standard office hours when required.
- Awareness of safeguarding, image-consent and data-protection (GDPR) requirements in school communications.

We offer:

- ✓ Working hours flexible between Monday and Friday
- ✓ Holidays during School breaks
- ✓ Free coffee and fruits
- ✓ Reduced lunches (Buffet)
- ✓ Internal and External Trainings are offered
- ✓ Use of school sport equipment upon availability

Flexible work arrangement with content creation, event coverage and on-campus responsibilities.
From €32,000 gross per year, with potential overpayment based on experience and qualifications.

To apply for this exciting role, please send your CV, cover letter, earliest possible start date and, where available, a portfolio or examples of previous social media, photography, video or written content work to humanresources@stgis.at.

Join us at StGIS, where you can contribute to a thriving school community while advancing your career in digital media and content creation.

Ischlerstrasse 13 | 5340 St. Gilgen, Austria
Tel +43 6227 202 59 | Fax +43 6227 202 59 10

www.stgis.at | humanresources@stgis.at



St. Gilgen
International
School

SALZBURG | AUSTRIA

