

Chiang Rai International School

496 Moo 5, Rimkok Sub-District,

Muang District, Chiang Rai, 57100

Tel: +66(0) 53 600-900

Fax: +66(0) 53 600-200



Mission: Chiang Rai International School (CRIS) aims to provide the highest quality education in a compassionate, safe and nurturing Christian environment. At Chiang Rai International School we strive at all times to promote: **C**onfidence **R**esponsibility **I**ntegrity **S**incerity

Vision: Chiang Rai International School (CRIS) was established in 2010. Our goal is to develop the whole child, intellectually, emotionally and physically, providing a solid foundation through Christian education for their life that will enable them to contribute to the local and international community with confidence, responsibility, integrity and sincerity.

Position

Digital Media Officer

Position:	Digital Media Officer	Status:	Full Time Employment
Department:	Thai Office Staff	Salary Range:	TBD
Application Deadline:	Until Filled	Starting Date:	When Filled
Reports to:	Head of School	Initial Contract:	

This position provides the opportunity of working at a WASC accredited international school, managing small class sizes, and teaching academically motivated students from diverse cultural backgrounds. CRIS provides a generous amount of planning time to allow teachers to prepare classes and monitor student progress. The successful candidate will be working collaboratively in a positive and supportive department with well-qualified professional colleagues.

Purpose of Job:

Chiang Rai International School is seeking a creative and dynamic Digital Media Officer to lead our digital presence and communication strategies. The ideal candidate will manage the school's online platforms, create engaging content, and ensure CRIS is well-represented in the digital space. This role is essential in promoting our mission, vision, and activities to current and prospective families, alumni, and the broader community.



Duties and Responsibilities:

1. Content Creation & Management:

- Develop, design, and manage content for CRIS's website, social media platforms, and email campaigns.
- Produce high-quality graphics, videos, and photos that align with the school's brand identity.
- Write compelling captions and articles highlighting school news, achievements, and events.

2. Social Media Management:

- Plan and execute a strategic social media calendar.
- Monitor and engage with audiences across all platforms (Facebook, Instagram, YouTube, and others).
- Analyze metrics and trends to optimize engagement and reach.

3. Photography & Videography:

- Capture and edit photos and videos during school events, activities, and daily life.
- Create promotional videos, including student and staff testimonials, event highlights, and school tours.

4. Website Maintenance:

- Update and maintain the school's website with fresh content, news, and upcoming events.
- Ensure user-friendliness and accuracy of all web content.

5. Marketing & Communications Support:

- Collaborate with the admissions team to design digital campaigns aimed at increasing enrollment.
- Assist with the creation of brochures, newsletters, and other promotional materials.
- Manage email marketing campaigns to communicate with parents, students, and alumni.

6. Event Coverage & Promotion:

- Attend and document school events, house activities, and community gatherings for digital promotion.
- Ensure timely delivery of promotional materials for major events.

7. Digital Strategy Development:

- Develop and implement innovative digital strategies to strengthen CRIS's online presence.

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- Stay updated on the latest trends and technologies in digital media and education marketing.

Qualifications & Skills:

- Bachelor's degree in Digital Media, Marketing, Communications, or a related field.
- Proven experience in content creation, social media management, and digital marketing.
- Proficiency in graphic design software (Adobe Photoshop, Illustrator, Canva) and video editing tools (Premiere Pro, Final Cut Pro, or equivalent).
- Excellent written and verbal communication skills in English.
- Strong photography and videography skills.
- Knowledge of website management platforms (e.g., WordPress).
- Ability to work independently and collaboratively in a multicultural environment.
- Strong organizational skills and attention to detail.

Preferred Qualifications:

- Experience in education or working with international schools.
- Ability to speak and communicate in English and other World Languages