



**AMERICAN COMMUNITY SCHOOL**  
OF ABU DHABI *SINCE 1972*

**TITLE:** Visual Content & Social Media Coordinator

**DEPARTMENT:** Communications

**REPORTS TO:** Director of Communications

**JOB CLASSIFICATION:** Professional Support Staff

**WORKING HOURS:** 7:45 AM to 4:30 PM and Fridays until 12:30 PM

**NOTES:** *This position does not come with sponsorship or other benefits; only those with their own sponsorship should apply.*

The Visual Content & Social Media Coordinator is a creative storyteller and visual communicator responsible for designing engaging content and managing the school's digital presence. This role blends strong graphic design expertise with strategic social media management to ensure a consistent and compelling brand voice across all platforms. Reporting to the Director of Communications, this individual works with the communications team to elevate the school's image and enhance engagement with internal and external stakeholders.

#### **PRIMARY AREAS OF RESPONSIBILITY:**

##### Graphic Design and Visual Communication

- Design print and digital assets, including brochures, flyers, posters, presentations, banners, and branded templates.
- Develop and maintain a cohesive visual identity across all school communications.
- Collaborate with various departments to create materials that reflect the school's mission and values.
- Manage production timelines and ensure high-quality, on-brand design output.

##### Social Media Management

- Lead the creation, scheduling, and publishing of social media content across all platforms (Instagram, Facebook, LinkedIn, Youtube, etc.).
- Develop and execute social media campaigns that promote school events, initiatives, and achievements.
- Monitor and respond to engagement in a timely and professional manner.
- Stay current with social media trends and best practices to drive audience growth and engagement.

##### Photography and Videography

- Capture photos and videos of school events, programs, and daily life to support storytelling.
- Organize and maintain a media library of visual assets for easy access and use across platforms.

- Edit photos and video content for digital sharing and promotional use.
- Provide backup for the school photographer.

#### Website and Digital Content

- Collaborate on updates to the school's website to ensure content accuracy and visual consistency.
- Support SEO best practices and assist in uploading visual content and graphics.
- Help maintain digital signage and other visual content delivery systems across campus.

#### Collaboration and Brand Stewardship

- Work in alignment with the Communications team to ensure design and messaging consistency.
- Contribute to campaigns that support enrollment, community events, and strategic initiatives.
- Support faculty and staff with design needs for presentations and classroom or event materials.
- Develops and collaborates with external partners to execute large-scale designs.

#### **PREFERRED SKILLS AND QUALIFICATIONS:**

- Bachelor's degree in Graphic Design, Visual Communications, Digital Media, or a related field.
- Minimum 3 years of experience in graphic design and/or social media management.
- Proficient in Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro, etc.) and Canva.
- Strong understanding of social media strategies and platforms, content creation, and scheduling tools.
- Excellent design portfolio showcasing creativity, attention to detail, and brand alignment.
- Strong photography skills and familiarity with video editing.
- Exceptional organizational skills and the ability to manage multiple projects with deadlines.
- Excellent communication and interpersonal skills.
- Commitment to the school's mission, core values, and community.