

# Bishkek International School

---

## Job Description: Social Media Manager

Bishkek International School is a non-profit community school providing excellent international education in a safe, supportive and friendly environment. The school opened in September 2011 and now has 400 students from age 2 to 18. Fifty percent of our students are American, Asian and European citizens, children of employees of embassies, international organizations and international business or NGOs. Fifty percent of students are Kyrgyz citizens. The school welcomes all students regardless of ability, gender, ethnicity, language, or religious belief and everyone is encouraged to take part in all school activities. BIS is accredited by the New England Association of Schools and Colleges (NEASC) Commission on International Education. As an IB World School we offer the IB Diploma Programme, IB Middle Years Programme (MYP), and IB Primary Years Programme (PYP). We are also a Cambridge International School, with Cambridge Assessment International Education accreditation for the IGCSE programme, and fully accredited with the Ministry of Education and Science to educate the national school curriculum and set Grade 9 and Grade 11 examinations for registered students.

We are looking for a dynamic and creative Social Media Manager to create content and administer our social media accounts and website. You will be responsible for creating original text, photo and video content, managing posts and responding to followers. You will manage our school image in a cohesive way to keep the BIS Community informed of activities and events, and to attract families to join BIS.

### RESPONSIBILITIES

#### Social Media Management:

1. Develop, implement, and manage our social media strategy to express the BIS vision, mission and activities creatively.
2. Create engaging content tailored to each platform (Instagram, Facebook, Twitter, LinkedIn, etc.).
3. Ensure that all BIS events and activities at school are covered in social media communications.
4. Define the most important social media performance indicators and track performance.
5. Engage with our audience through comments, messages, and posts.
6. Collaborate with the Head of Administration, Admissions Officers, Programme Coordinators, Assistant Principals and Teaching Staff to ensure that the social media meets the needs of our community and target groups of prospective parents/students.
7. Stay up to date with social media best practice and technologies, and implement changes as required.

#### Photography & Videography

1. Plan and execute photo shoots for various projects and events.
2. Set up and operate photography equipment, including cameras, lighting, and backdrops.
3. Capture high-quality images for use on social media, websites, and marketing materials.
4. Capture images for an annual Yearbook.
5. Edit and retouch photographs to enhance quality and meet brand standards.
6. Plan and execute video shoots, including scripting, storyboarding, and filming.
7. Operate video equipment and manage lighting and sound for video productions.
8. Edit and produce videos for use on social media, websites, and marketing campaigns.
9. Create short-form video content (e.g., Reels, TikToks) to engage our audience.
10. Maintain an organized archive of all photographs and video files for easy access and use

# Bishkek International School

---

## Website Management

8. Update the [www.bis.kg](http://www.bis.kg) website every week, to ensure that it is always available and has relevant and accurate information in an easily accessible format in both English and Russian.
9. Coordinate with the Management Systems Administrator to maintain the website software architecture.
10. Provide support and guidance to the student team running the [Bailanysh – Connecting the BIS Community](#) website, ensuring continuity and handover to a renewed student team each year.

## Events & ECAs

1. Provide administrative support for organization of school events, including negotiations and contract management with collaborative companies, as directed by the Head of Administration.
2. Organise and lead extra-curricular activities and student engagement to promote positive interactions among students of all ages and develop their academic, creative and sporting potential

## General

1. Act in accordance with the budgets, policies, procedures, directions and decisions of the school management
2. Act as ambassador for the school and act in a manner that upholds the values and ethos of the school at all times
3. Maintain high quality standards in all areas of the school
4. Any other activities as agreed with management to contribute to overall development of the school.

## REPORTING

Report to the Head of Administration

## REQUIREMENTS

- Proven experience as a Social Media Manager, Photographer, and Videographer.
- Proficiency with photography and videography equipment and editing software (e.g., Adobe Photoshop, Lightroom, Premiere Pro, Final Cut Pro).
- Strong portfolio showcasing photography and videography skills and social media content.
- Excellent knowledge of social media platforms and best practice.
- Strong organizational and time-management skills.
- Ability to work independently and as part of a team.
- Excellent communication and interpersonal skills.
- Creative mindset with a passion for visual storytelling.
- Genuine enjoyment of working with students
- Ability to plan strategically, to set and meet deadlines and to implement plans
- Excellent spoken and written English, Russian and Kyrgyz language.

## APPLICATION

- Send your application in English by email to [hr@bis.kg](mailto:hr@bis.kg)
- Include: (i) a brief cover letter summarizing your suitability for the post and the reason for applying; (ii) your CV; (iii) a list of three referees with contact details.

**Deadline for Applications:** Interviews and appointment will be arranged as soon as appropriate applications are received. Early application is advised.