



Making a world of difference

Part-Time Content & Social Media Specialist (15 hours per week)

Be part of the **International Schools Services (ISS)** world-class organization.

Ready to make an impact in a fast-moving, mission-driven organization? Join our lean and energetic MarCom team as a **Content & Social Media Specialist**, where your contributions will directly influence our growth and success. This is a hands-on role ideal for an early-career marketing professional who's eager to learn, stretch their skills, and grow alongside a team that values creativity, collaboration, and results. You won't just support campaigns—you'll help shape them. To thrive here, you'll need to bring curiosity, resilience, and a love for problem-solving. We're looking for someone who is energized by challenges.

As the **Content & Social Media Specialist**, you will develop and publish engaging digital content to support campaigns, brand awareness, and community engagement. Manage and grow ISS' social media presence with a strategic, consistent approach focused on audience interaction. Collaborate with the MarCom team on communications, events, and promotions, while tracking key metrics to guide optimization and future planning.

For over 70 years, ISS' mission has been uniquely focused on helping international schools and educators develop students into thoughtful, imaginative global leaders. We are passionate about today's and tomorrow's international education community, and we delight in connecting educators and schools worldwide. It's all about making a world of difference. As a leading nonprofit organization in international education, ISS promotes innovative best practices for global education.

The hourly rate is \$25.00 - \$30.00. This is the anticipated range for this position; however, the final rate will be commensurate with the candidate's qualifications, experience, and other relevant factors.

Location/Hours

This is a part-time, direct-hire position averaging 15 hours per week. The role may be based in our Princeton, NJ office (hybrid), or fully remote. Remote employees must have reliable internet access and reside within ± 6 hours of Eastern Standard Time (EST). Availability during core collaboration hours (9:00 AM – 2:00 PM EST) is required.

Duties and Responsibilities

- Write and edit content for use across platforms including blogs, email, social media, and the ISS website.
- Create and schedule social media posts with attention to voice, tone, and engagement best practices.
- Monitor and moderate social media engagement to ensure constructive dialogue and alignment with brand voice; coordinate with team members on escalations as needed.
- Analyze campaign performance using reporting tools; interpret trends and develop insights and recommendations to improve results.
- Design or edit simple visual assets to accompany content, using tools like Canva or Adobe Creative Suite.
- Provide coordinator-level support for various marketing projects.
- Stay current with marketing trends, tools, and best practices.

Technical Skills

- Strong writing and editing skills with ability to tailor messages for various audiences and platforms.
- Familiarity with major social platforms (LinkedIn, Instagram, Facebook, X/Twitter) and best practices.
- Basic graphic design skills and proficiency in tools like Canva, Adobe Creative Suite, or similar.
- Experience with scheduling and analytics tools (e.g., Buffer, Hootsuite, Meta Business Suite).
- Basic understanding of SEO and web publishing via CMS (e.g., WordPress) preferred.

Education and Experience:

Bachelor's degree preferred, or equivalent combination of education and relevant work experience.

Desired Skills and Attributes:

- Creative, digitally fluent, and highly organized.
- Detail-oriented with strong editorial judgment and eye for design.
- Collaborative mindset and openness to feedback.
- Ability to manage multiple priorities and meet deadlines within a part-time schedule.

To apply, please submit your cover letter, resume, and a link to your portfolio demonstrating your content creation and social media management capabilities to MarketingHire@iss.edu

Only shortlisted candidates will be contacted.