



DEUTSCHE BOTSCHAFTSSCHULE NEW DELHI

German Embassy School New Delhi

Anerkannte Deutsche Auslandsschule

German Embassy School New Delhi is one of more than 140 overseas German schools recognised by the Standing Conference of the Ministers of Education and Cultural Affairs of the states in the Federal Republic of Germany (KMK). The school is part of the Deutscher Schulverein New Delhi [DSND], a non-profit-making association registered in Germany. We have approximately 120 students from play school till class 12.

Vacancy

“Digital Marketing & Communications Specialist”

Objective:

- A) Establish baseline digital presence and credibility with essential assets that communicate the school's values and admissions readiness. (one time cost)
- B) Sustain long-term visibility, lead nurturing, and brand-building through cohesive digital marketing efforts — including social media storytelling, campaign ideation, content production, and website upkeep. The goal is to strengthen the school's brand, attract new students, and communicate effectively with our community. (ongoing support)

We accept applications of candidates who wish cover objective A and B jointly or applications of candidates for either objective A or B.

Responsibilities A:

1. Brand Strategy

- Brand positioning, messaging & tone of voice
- Content strategy for website & social

2. Website Development

- Responsive HTML website (15 pages)
- Custom admissions landing page
- Responsive design for mobile, tablet, and desktop
- Clean, visually aesthetic layout aligned with DSND's identity
- Creative direction, copywriting & storytelling
- Language toggle button (English/German)
- Structured navigation and user journey mapping
- Placement of clear call-to-actions (CTAs) for admissions and inquiries
- Basic SEO & page speed optimization

3. Content Generation

- 1-day campus professional photo shoot
- 25 edited high-quality images

4. Social Media Setup

- Instagram and Facebook account setup
- Profile bio and highlights setup (About, Campus, FAQs, Life at DSND)
- 1-month content calendar
- 15 curated posts (educational, brand-led, admissions-focused etc)



DEUTSCHE BOTSCHAFTSSCHULE NEW DELHI

German Embassy School New Delhi

Anerkannte Deutsche Auslandsschule

Responsibilities B:

1. Social Media Management

1.1 Content Strategy & Planning

- Quarterly brand strategy and campaign roadmap
- Bi-weekly content calendar for planning and approvals
- Moodboarding, visual direction, and content themes
- Support in shoot planning and on-ground execution (photographer/videographer cost will be on actuals; in-house mobile shoot capability included if needed)

1.2 Facebook / Instagram Content Creation & Management

- 4–5 posts per week (mix of reels, statics, carousels)
- 10–12 interactive stories per month
- Caption copywriting aligned to brand tone and context
- Grid planning for cohesive and elevated visual layout
- Community management: basic customer comments & enquiries

2. Website Management

- Monthly content updates (news, announcements, events)
- Create and publish 4 blog articles per month
- Capture and edit photos and videos of school events, classes, and activities.
- SEO hygiene will be maintained
- Bug fixes and performance optimization (broken links, image compression)
- Monthly performance analysis (traffic, bounce rate, top pages, etc.)
- UX enhancements as needed
- Ensure content is user-friendly, up-to-date, mobile-optimized, and visually appealing
- Monitor website analytics and suggest improvements

Qualifications & Skills

- Degree or training in marketing, communications, media production, or a related field.
- Experience with website CMS (e.g., WordPress, Squarespace, Wix).
- Skills in photography, videography, and editing (Adobe Creative Suite or similar).
- Knowledge of SEO, Google Analytics, and online advertising.
- Strong writing and storytelling skills.
- Ability to work independently and creatively, with attention to detail.
- Interest in education and ability to represent the school's values positively.

Preferred Attributes

- Experience in a school
- Knowledge of German/English bilingual communication familiarity with local educational landscape and target audiences.

Employment Details

- part-time position
- Location: New Delhi, Chanakyapuri



DEUTSCHE BOTSCHAFTSSCHULE NEW DELHI

German Embassy School New Delhi

Anerkannte Deutsche Auslandsschule

We offer an interesting working environment within a small but highly motivated team. In case you are interested please send your application along with resume, mark sheets and references as well as your salary expectations to anja.shivhare@dsnd.org.