



Job Description

Role Title	Reports to
Senior Graphic & Publications Officer	Director of Marketing and Admissions
Purpose of the role	
<p>Our school is committed to safeguarding and promoting the welfare of children and young people and have developed and adopted written guidelines for appropriate and inappropriate behaviour of adults towards children.</p> <p>We expect all staff, volunteers and other third parties to share this commitment and to review and affirm that they have read, understood, and will abide by the Code of Conduct or written guidelines.</p> <p>At our school, we use safer recruitment practice and pre-employment background checks, to maintain the highest standards of safeguarding and child safety.</p> <p>Our school's practices reflect and are aligned with the written Expectations of the International Taskforce on Child Protection.</p> <p>We encourage a safe, stimulating, and well-managed learning environment that promotes diversity, and a sense of collegiate support and wellbeing.</p> <p>The Senior Graphic Designer is the creative leader responsible for developing innovative graphic design solutions that align with the school's mission and vision. He/She ensures high-quality visual content through oversight of photography and videography projects, collaborates with marketing teams to align design strategies with business objectives, and supervises the Assistant Graphic and Publication Officer.</p>	
Responsibilities	
<p>Graphic Design</p> <p>1.1. Develop innovative concepts and artwork.</p> <p>1.2. Create graphic design solutions from inception to completion.</p> <p>1.3. Design both digital and print materials for various campaigns, publications, and advertising initiatives.</p> <p>Photography and Videography</p> <p>2.1. Oversee advanced photography tasks:</p> <ul style="list-style-type: none"> - Lighting setups for shoots. - Portrait retouching using Adobe Lightroom and Photoshop for high-quality output. <p>2.2. Lead videography projects:</p>	

- Video editing.
- Corporate video organisation.
- Filming and graphics production to craft compelling visual narratives.

Collaboration and Strategy

3.1. Collaborate with marketing teams to:

- Align design strategies with business objectives.
- Ensure cohesive messaging across all channels.

Supervision and Support

4.1. Supervise the Assistant Graphic and Publication Officer in their duties.

4.2. Serve as the school's event photographer and videographer:

- Capture images of teaching staff for the website, school blog, and social media.
- Prepare for photo shoots; liaise with professional photographers for major events.
- Prepare DVD and photograph CD sets for sale via the CIS department.
- Coordinate with the CIS department regarding TV monitor content.

Content Management

5.1. Monitor the school's TV screens and update content regularly.

5.2. Provide exceptional customer-oriented service to all internal and external stakeholders.

5.3. Manage the school's website and social media marketing channels (Facebook, X, Instagram, YouTube, etc.).

IT Collaboration

6.1. Work with the IT Department to resolve unforeseen website issues.

Event Support

7.1. Assist the Marketing Manager with various tasks:

- Attend education fairs where BISP has a booth.

7.2. Support the Events Manager during major events (e.g., football tournaments, FOBISIA events, swim meets, PTA gatherings).

Brand Management

8.1. Organise and plan videography and video editing as needed.

8.2. Maintain oversight of the school's visual identity, ensuring branding consistency.

8.3. Manage storage and cataloguing of the school's photo and video collection.

Additional Duties

9.1. Perform any other duties as requested by the Line Manager.

9.2. Manage the brand of AOI (Arthit Ourairat InstitutionInstitution) and implement group branding across all schools.

9.3. Own and maintain brand guidelines for AOI.

9.4. Produce AOI-specific marketing and branding collateral (print materials, physical media, video content).

9.5. Advise school brand officers on best practices in branding.

9.6. Support the Group Director of Marketing and Admissions in advancing the AOI education group.

Person Specification

QUALIFICATION AND EDUCATION

1. Bachelor degree in Fine and Applied Arts (Computer Graphics and Multimedia) or related fields
2. 2-5 years' experience in graphic design/desktop publishing
3. Excellent knowledge of computer graphics applications (Adobe creative suite)

4. Excellent knowledge of photography and videography
5. Experience in using Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Wordpress, HTML, CSS,
6. Excellent communication and presentation skills (in Thai and English)
7. Able to work in a team and independently without requiring close supervision