



LAS IN SWITZERLAND

## WEB & PUBLICATIONS MANAGER

### JOB DESCRIPTION

#### School Profile

The Leysin American School in Switzerland (LAS) is an international American boarding school with 380 students from over 60 countries in grades 8 to 12. LAS is located in the beautiful alpine village of Leysin about 90 minutes from Geneva. The school offers US high school curriculum, the prestigious International Baccalaureate Diploma and an ESL program. Members of the founding family, now in its third generation, are the Directors of LAS. There is also a summer program for students ages 8 - 19 which combines academics, recreational and cultural activities, and exciting trips in Switzerland and neighboring countries. More information can be found on our web site ([www.las.ch](http://www.las.ch)).

#### Education/Experience Requirements

- University degree, preferably in a design-related discipline.
- Proficient with Mac and Windows desktop environments
- Proficiency using Adobe Creative Suite, including InDesign, Photoshop and Illustrator.
- Ability to edit advanced HTML (using Dreamweaver or editor of choice).
- Familiarity with printing and the print process an advantage
- Flash and video knowledge a plus
- Knowledge of independent and/or boarding school life is preferred
- Strong written and verbal communication skills.
- Ability to work with various LAS staff and departments to gather needed information.
- Highly organized, task-oriented and attentive to detail.
- Comfortable working in an office environment.
- Swiss or European Union citizen preferred.

**Note:** This position would suit a recent graduate having attained a high level degree in a graphic/design-related subject (Graphic Design, Multimedia) or a Junior Designer with 1-2 years industry experience.

**Reports To:** Director of Admissions

**Interfaces With:** Director of Admissions, Admissions Office staff, Development Director, Head of School, and LAS administration and staff.

#### Publication Responsibilities

- Update annual LAS internal publications, many based on existing templates.
- Create promotional flyers for departments, including Admissions and Development.
- Create newspaper, magazine and web ads as needed.

**Web Responsibilities**

- Serve as LAS web master.
- Update web text and photos as needed.
- Work with LAS staff to ensure that web site blog and department-specific web pages are current, dynamic, informative and appropriate.
- Attend major school events to film and photograph for updates to blog.

**General**

- Provide weekly report to Admissions Director summarizing activities and goals accomplished.
- Get involved in the LAS community by attending events and participating in school life.

**If Interested**

Please submit a cover letter and CV to Mr. Paul Dyer, Admissions Director (pdyer@las.ch). Only candidates taken to the interview stage will be contacted. No telephone calls, please.