



Communications and Social Media Executive

About TISB

The International School Bangalore is one of India's leading day and boarding schools, known for strong academics, exceptional teaching and a diverse, global community. For over 25 years, the school has delivered outstanding results and a balanced education that help students grow with confidence, curiosity, and integrity. Located in Bangalore's IT corridor, TISB offers world-class facilities, a vibrant campus life, and a values-driven environment where every student is encouraged to thrive.

Role Overview

You will support TISB's Marketing and Communications function by managing daily social media, website updates, digital housekeeping, and communication tasks. Reporting to the Marketing Coordinator, this is a hands-on, execution-focused role, well suited to someone who enjoys content, design, and keeping digital platforms organised and up to date.

Key Responsibilities

Social Media Management

- Manage daily posting across Instagram, LinkedIn and YouTube.
- Maintain monthly content calendars and share drafts for approval.
- Create captions, basic visuals, reels, and short-form content.
- Track platform analytics weekly and prepare a simple monthly report.

Communication Support

- Draft announcements, short scripts, student features and event blurbs.
- Support with proofreading and formatting.

Design & Creative Coordination

- Create basic posters and graphics using Canva or Adobe tools.
- Coordinate with the Designer for high quality creatives.
- Ensure brand colours, fonts and guidelines are followed across all materials.

Website Updates & Maintenance

- Upload news, photos, event highlights and announcements on the school website.
- Ensure pages, links, photos and banners are updated and accurate.
- Conduct regular checks to make sure information is current.

Search & Performance Marketing Support

- Assist with simple SEO housekeeping like updating titles, descriptions and keywords.
- Support paid campaigns on Meta and Google by preparing creatives, descriptions and landing page inputs.
- Track campaign performance such as reach, clicks and enquiries, and share basic reports.

Digital Housekeeping

- Maintain organised folders for photos, videos, and working files.
- Ensure all drive links, forms, videos and website uploads are correctly labelled and searchable.
- Keep track of deadlines, approvals and pending items.

Requirements

- Strong writing skills with clean grammar and a natural storytelling style.
- Prior experience managing social media for an organisation or brand.
- Intermediate level in using **Adobe Suite** (Photoshop, Illustrator or InDesign) or Canva Pro.
- Organised, detail oriented and comfortable meeting deadlines.
- Able to coordinate with multiple teams and handle information responsibly.

- A proactive, calm and collaborative working style.