



HOCHALPINES INSTITUT FTAN

SWISS INTERNATIONAL SCHOOL AND SPORTS ACADEMY

School Overview

'Where Exploration meets Education'

Founded in 1793 and recently acquired by Education in Motion (EiM), the Hochalpinen Institut Ftan (HIF) is an international boarding school in the stunning Lower Engadine. Locally anchored and globally networked, at HIF, we see education as a journey where global horizons meet local traditions. Fostering a truly student-centred culture of learning and discovery and taking full advantage of its unique and life enriching alpine location to offer a range of Swiss sports and outdoor programmes, students at HIF lead an inspiring, healthy, and active educational and outdoor life.

As a Cantonal and federally recognised grammar school with boarding Hochalpinen Institut Ftan runs a bilingual grammar school and an international diploma programme combining A Levels and a unique range of accredited micro-credentials essential to learning and life skill development and recognised as a differentiator by universities.

At HIF all students both local and global, are challenged to become internationally minded citizens with a sense of responsibility for themselves, their peers, and our shared planet. With understanding that our values of Open-Mindedness, Respect and Responsibility help to make the world a better place, and together with our high performing Sports Academy, HIF is an ideal place for young people to live, learn, grow, and thrive.

We are a growing school, and this is an exciting opportunity for a candidate who will inspire, set the highest of standards and build systems to ensure that we set the scene for future excellence in all that we do.



The school is seeking a dedicated, creative, and skilled

Content & Social Media Creator (80-100%)

In this role, you will create engaging photo, video, and written content that captures daily life at HIF and showcases it across social media channels, the HIF website and various print products.

Success in this position requires versatile multimedia production skills, a proactive approach to finding and telling compelling stories, and a strong sense of audience-focused communication.

The successful candidate can expect a generous salary and benefits package, including medical insurance, half price train pass, a seasonal lift/gondola pass and the benefits of a ski-in school.

We support staff with excellent professional learning opportunities and exciting prospects for career development.

Hochalpinen Institut Ftan is committed to safeguarding and promoting the welfare of all the students in our care and expects all applicants to share this commitment. We follow safe recruitment practices that are aligned with the recommendations of the International Task Force on Child Protection. We hold ourselves to a high standard of effective recruiting practices with specific attention to child protection.

Third-Country Nationals' Applications (non-EU/ EFTA):

Please be aware that work permits for third-country nationals (e.g. from the UK) involve a longer process and stricter regulations than for EU/EFTA citizens. While we welcome all applications, preference will be given to candidates who already hold a Swiss residence permit or an EU/EFTA passport.

How to Apply

Please send your full Curriculum Vitae, a short letter of motivation (1 page), and a small portfolio or examples of your work (social media, photos, design, blog post or video) to jobs@hif.ch, addressed to the Head of Admissions, Marketing & Communication.

Applications close on **Friday, 27 June 2025**. We encourage early applications and may begin interviews before the deadline. Shortlisted candidates will be invited for an initial online interview.

As part of our commitment to child safeguarding, all offers are subject to reference checks and relevant background screening.



Job Description:

Location	Hochalpinen Institut Ftan, Switzerland
Position	Content & Social Media Creator
Reporting to	Head of Admission, Marketing and Communication (AMC)
Responsibilities	<p>All staff are subject to the conditions of employment set out in their Contract. This details the professional and particular duties required of staff, together with benefits provided by the school.</p> <p>Creative Content Creation:</p> <ul style="list-style-type: none">• Capture high-quality photo, video, and written content to showcase daily life, academics, outdoor adventures, and the vibrant community at HIF.• Create engaging posts (videos, reels, stories, blog posts, brand images etc.) in line with the schools' visual identity and tone.• Assist with design of digital and print materials (social media, brochures, flyers, posters) using tools like Canva, Adobe Suite or similar.• Support editorial scheduling and storytelling across digital channels for admissions, events, and targeted campaigns. <p>Social Media & Web Management:</p> <ul style="list-style-type: none">• Plan, schedule, and publish content across platforms (Instagram, LinkedIn, Facebook, etc.)• Respond to messages and comments in line with HIF's tone, values, and community guidelines.• Monitor platform trends and engagement data to inform creative direction and refine the content calendar.• Track key metrics and contribute to performance reports and actionable insights. <p>Editorial & Communication Support:</p> <ul style="list-style-type: none">• Maintain an overview of content needs and coordinate input from departments and student life.• Support website updates, school newsletters, and other ongoing editorial projects.• Connect with teachers, trainers, and student groups to identify and document compelling stories and visuals.• Liaise with external content creators or agencies for larger productions when needed.• Collaborate with the Head of AMC and the wider team on communications priorities, event support and day-to-day coordination tasks. <p>Profile – Skills & Qualifications</p> <ul style="list-style-type: none">• Background in multimedia production, communications, marketing, design or similar (degree or experience-based).• Proficient with key content editing tools (e.g. Adobe Creative Suite, Canva or similar) and able to shoot and edit high-quality photos and videos using a DSLR or similar setup.



	<ul style="list-style-type: none">• Practical experience creating content for social media and web platforms, with a solid grasp for trends and audiences.• Strong writing skills in English, German and/or Romansh, confident in audience-focused language.• Organized and responsible, with the ability to keep track of varied priorities in a fast-paced environment.• A proactive, collaborative team player who brings creative ideas, takes ownership, and cares about visual quality.• Open-minded, flexible, and curious to learn more about communications in an international school setting.
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