



DESCRIPCIÓN Y PERFIL  
DEL PUESTO DE TRABAJO

Apply to: [employment@bostonschool.edu.pa](mailto:employment@bostonschool.edu.pa)

**TITLE:** GRAPHIC DESIGNER/CONTENT CREATOR

**QUALIFICATIONS:**

**Education /Certification**

- Bachelor's Degree in Communication and Digital Media.
- Bachelor's Degree in Graphic Design and/or Associates
- Certification in Software: Basic knowledge of Office (Word, Excel, and PowerPoint). Audio editing programs (Adobe Audition or Pro Tools), video editing programs (Premiere, Final Cut, or iMovie), and photography
- Advanced English.
- Skills: Spelling and writing, social media management, handling video and photographic cameras
- Minimum 2 years' experience in the Communication field as a content creator for text, audio and video. Experience with social media management and administration.
- Excellent skills in communicating and collaborating with staff.
- Legally eligible to work in Panama.

**REPORTS TO:** MARKETING COORDINATOR

**JOB GOAL:**

Generate, oversee and keep up to date all printed deliverables, signage and website pages, review text, audio, image, and video content used on social media, print, and/or digital media to showcase the learning experiences of our students and highlight the competitive advantages of the school.

***SPECIFIC PERFORMANCE RESPONSIBILITIES MAY INCLUDE BUT ARE NOT NECESSARILY LIMITED TO:***

- Generate audiovisual content.
- Create an image bank.

- Manage and produce text with marketing value and a focus on our students' learning.
- Review the writing and spelling of all internal and external communication of the school.

### **COMMITMENT TO SAFEGUARDING PRINCIPLE**

ISP/BSI is committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment.

All post holders are subject to appropriate vetting procedures, including an online due diligence search, references and satisfactory Criminal Background Checks or equivalent covering the previous 10 year's employment history.

### **EVALUATION:**

The basis of the evaluation will be the extent to which the performance responsibilities of the job are successfully completed and the extent to which yearly job goals are met. The Preschool Coordinator will perform the evaluation.

### **NOTE:**

The above job description reflects the general requirements necessary to describe the Teacher's functions or responsibilities of the job identified and shall not be interpreted as a detailed description of all work requirements that may be inherent in the job, either at present or in the future.