



Canadian School of Milan
Educate for today. Inspire for tomorrow.

MARKETING COORDINATOR

Job Title	Marketing Coordinator
Department	Marketing
Reports To	Head of Admissions & Marketing
Contract Type	Fixed term
Start Date	24 August 2026
Location	Milan - Via Vivaio 7 and occasionally Via M. Gioia 42
Working Hours	FT 38 hours per week Monday to Friday 8:30 to 17:00 (with one hour lunch break)
Starting Salary	€ 26.000 yearly (the salary will be adjusted depending on qualifications and experience)

Purpose of the Role

The school is seeking a proactive, creative, and detail-oriented Marketing Coordinator with high fluency in English to support the implementation of the school's strategic marketing initiatives. Working closely with the Head of Admissions & Marketing, the successful candidate will play a key role in elevating the school's brand visibility, digital presence, and community engagement.

The role focuses on delivering high-quality marketing material, managing social media and digital channels, supporting admissions marketing activities, and ensuring consistent brand communication across all school materials. This is an exciting opportunity to contribute to the growth of a dynamic international school.

Key Responsibilities

Digital & Content Marketing

- Support the planning and execution of social media campaigns, with particular focus on key recruitment periods.
- Create and schedule engaging posts, stories, and reels across Instagram and other platforms.
- Create and send the weekly school newsletter.
- Help produce student success stories, parent/staff testimonials, and video content (filming and basic editing support).
- Contribute to website improvements, including updating content, ensuring all links function, and consolidating the Admissions section.

Brand & Design Support

CANADIAN SCHOOL OF MILAN SRL

Sede Legale: Via Vivaio 24, 20122 Milano, Italy

Gioia Campus Via M. Gioia 42, 20124 Milano

Vivaio Campus Via Vivaio 7, 20122 Milano

T +39 02 67074775; email: info@canadianschool.it; W: www.canadianschool.it; PIVA e CF: 04276300961



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- Maintain and apply the school's unified Style Guide across all materials (social media, presentations, documents, PowerPoint templates, etc.).
- Assist in design and content of print publications, including the school brochure and event materials.
- Support yearbook production and coordinate photography shoots to fill gaps in visual assets.

SEO, Analytics & Online Presence

- Support SEO optimisation.
- Help manage and optimise the school's Google Business Profile (photos, posts, Q&A).
- Assist with setting up and monitoring Google Analytics, Search Console, and paid advertising campaigns (Meta and Google Ads).

Administrative & Strategic Support

- Maintain a centralised digital filing system for all marketing assets.
- Support the development of local partnerships with strategic organisations.
- Order merchandise and materials for Open Days and school events.
- Contribute to longer-term projects as required.

Person Specification

	Essential	Desirable
Qualifications	Marketing/communications-related qualification	
Experience	Previous experience in marketing, communications, or a similar role	Experience in education or international schools
Skills	Excellent written and verbal communication skills in English (native speaker or near to native level of English); strong proficiency in Canva, Adobe Creative Suite (or equivalent), Microsoft Office/PowerPoint, and Google Workspace; experience with social media management, content creation, scheduling, and basic video editing (CapCut, Reels, etc.)	Italian language skills; familiarity with SEO, Google tools, and email marketing platforms
Attributes	Highly organised with excellent attention to detail and the ability to manage multiple projects; creative mindset combined with a practical, results-oriented approach	Passion for international education and enthusiasm for promoting the school
Other	Right to work in Italy	

Working Relationships

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- **Reports to:** Head of Admissions & Marketing
- **Liaises regularly with:** Admissions team, teaching staff, external vendors/photographers, marketing agencies
- **Supervises:** N/A

Safeguarding Statement

Canadian School of Milan is committed to safeguarding and promoting the welfare of children and young people. All staff are expected to share this commitment. Appointment to this role is subject to satisfactory background checks, including police clearance/reference checks.

Equal Opportunities

Canadian School of Milan is an equal opportunities employer and welcomes applications from all suitably qualified candidates, regardless of background.

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