

Job Description: Marketing and Multimedia Officer**School:** Kasalong Kids International School (KKIS)**Curriculum:** British Curriculum (EYFS and iPrimary)**Location:** Remote, Northwestern Thailand (Thai-Myanmar Border)**Job Type and Start:** Full-time, starting July–August 2025**KASALONG KIDS**
International School**Unique Job Opportunity**

Kasalong Kids International School (KKIS) is a growing international school serving children in MaeSot and nearby Myanmar border communities. Currently expanding into a purpose-built school campus, KKIS offers an inclusive, child-centered learning environment following the British Curriculum.

We are seeking a **Marketing and Multimedia Officer** with strong Burmese and English language skills, a creative mindset, and the ability to connect with both local and cross-border communities. This is an ideal opportunity for a bilingual media-savvy professional eager to use their skills in marketing, communications, and community outreach within a dynamic multicultural school environment.

Job Summary

The Marketing and Multimedia Officer is responsible for developing and implementing bilingual marketing strategies, managing digital and print media, and supporting school-wide communications. This role plays a vital part in engaging with the Burmese-speaking community and supporting admissions, HR, and policy communication functions.

Key Responsibilities**Marketing and Outreach**

- Design and deliver targeted bilingual marketing campaigns to promote KKIS to local and cross-border Burmese communities.
- Develop promotional content for print, social media, and digital platforms (e.g., Facebook, YouTube, Instagram, TikTok).
- Translate and adapt marketing content into culturally appropriate Burmese language materials.
- Represent KKIS at local events, community fairs, and outreach sessions.
- Maintain and update the school's visual identity, newsletters, school signage, and outreach posters.
- Contribute to weekly content planning for internal and external communication channels.

Coordination and ICT/Design Tools

- Work closely with the Admissions & Liaison Manager and school leadership to ensure alignment of marketing and enrollment strategies.
- Use ICT platforms (e.g., Canva, Google Suite, Microsoft Office, Meta Ads Manager) to create and manage content.
- Maintain school photo and video archives and manage media release permissions.

- Provide support for internal staff communications and announcements in both Burmese and English.

Admissions Support

- Assist Burmese-speaking families during the admissions and enrollment process.
- Provide interpretation and translation during parent meetings, school tours, and enrollment discussions.
- Explain the school's curriculum, policies, tuition fees, and support services to Burmese parents clearly and sensitively.
- Liaise with families to ensure all required documentation is completed and understood.

Human Resources & Staff Recruitment Support

- Assist in translating and publicising job vacancies in Burmese and English.
 - Translate HR documents such as contracts, policies, and internal memos.
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Qualifications and Experience

- Language: Fluency in both Burmese and English, spoken and written. Knowledge of Thai language is a plus.
 - Marketing: Experience in marketing, communications, media design, content creation and editing and/or community outreach.
 - Design/ICT Skills: Proficient in digital tools for graphic design, video editing, and social media management (e.g., Canva, Google Workspace, Facebook/Instagram/YouTube content management etc.)
 - Community Relations: Strong interpersonal and cross-cultural communication skills.
 - Education: Degree or certificate in Communications, Marketing, Media, Education, or a related field preferred.
 - Human Resources: Prior experience or understanding of HR and school recruitment processes is an asset.
 - Additional Assets: Experience in a school setting, NGO work, or bilingual community service.
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Application Instructions

Please send the following to englishclubkkhr@gmail.com

- Your Resume/CV
- A Cover Letter outlining your experience and interest
- A portfolio of your marketing/multi-media work (or samples such as posters, videos, translations)
- A short **Video Introduction in English and Burmese** (2–3 minutes) introducing yourself and why you think you're a good fit for KKIS.