AI-Native Marketing and Admissions Director

Reports to	Head of School
Department	Marketing and Admissions
Location	Finnish School of Kosovo, Konjuh, Lipjan — on campus
Contract	Full-time
Salary	Up to €50,000 gross (including bonuses) per year

The school

Finnish School of Kosovo, a Top 10 in the World's Best School Prizes 2025, teaches the Finnish curriculum on its campus to students from more than twenty countries. It is the first Cambridge-accredited school and the only member of the Council of International Schools in Kosovo. The school runs from pre-school to grade 12 (including Cambridge A Levels), and includes the University Bridge programme for Grades 11 and 12 and Koonta, an in-school town where students run their own economy.

The role

The school is bringing marketing, communications, public relations and admissions together under one director. The person appointed will lead all four: planning the school's campaigns and managing its budget, its agency and its media agreements, and building the systems that run the enquiry process.

The school already holds considerable media: a paid social budget, a creative and media agency, daily airtime on four national television stations, two radio sponsorships, and standing arrangements with four news portals.

This is also a role for someone who uses AI to reinvent the marketing and admissions processes.

Responsibilities

Admissions and enrolment

- Manage the enquiry process from first contact to enrolment, across every channel the school uses.
- Set and hold a response standard: under five minutes during school hours, and a useful answer outside them.
- Carry responsibility for enrollment against target at each intake.
- Measure conversion at every stage of the process and improve the weakest.
- Work with academic staff on assessments, offers and placement.
- Monitor re-enrolment, and identify families at risk of leaving early enough to speak with them.

Marketing planning, campaigns and budget

- Write and own the school's annual marketing plan and campaign calendar, built around the admissions cycle rather than around the calendar year.
- Build and manage the annual marketing budget across all channels, and track spend against plan every month.
- Plan and run the campaigns for each intake, across paid social, television, radio, online media and events.
- Agree the objective and the measure for every campaign before any work begins on it.
- Report cost per enquiry and cost per enrolled family by channel, and move budget between channels on the evidence.
- Decide each year what the school produces itself and what it buys in.

Agency, media partners and events

- Manage the school's relationship with its creative and media agency: set the brief, approve the work, agree the schedule, and review performance every month against the targets set in advance.
- Keep the school's ownership of its own advertising accounts, tracking and campaign data. Partners are given access to these; they do not hold them on the school's behalf.
- Plan and fill the school's contracted television airtime across its four partner stations, and keep enough material ready that airtime is never returned unused.
- Secure and schedule appearances on interview, morning and afternoon programmes for school leaders, teachers and students, on a planned rota rather than when asked.
- Run a regular schedule of articles and advertorials across the school's partner news portals.
- Manage the school's radio and programme sponsorships so that each one carries a clear message and a way to respond.
- Plan the school's presence at KOSICT, Dokufest and comparable events, and ensure each one produces recorded enquiries.

Marketing and communications

- Manage the school's website, social media channels, printed material and video.
- Produce a steady flow of material from school life, including classroom teaching, Koonta and the University Bridge programme.
- Keep the school's core marketing material current across all year groups.
- Plan and run Open Days, campus tours and school events.
- Manage email and messaging to current and prospective families.

Public relations

- Build and maintain relationships with local and regional media.
- Write press releases and prepare statements for the Head of School and the Chairman's Office.
- Act as the first point of response on any issue affecting the school's reputation, and escalate appropriately.
- Manage relationships with embassies, international organisations and employers whose staff move to Kosovo with children.

Systems

- Design, build and maintain the school's marketing and admissions systems, working in the software directly rather than specifying work for others.
- Keep one accurate record of every family, with clear rules on data handling, access and retention.
- Select and manage software, and withdraw anything that stops justifying its cost.
- Document every automated process: what it does, who approves its output, and what happens when it fails.

Team and reporting

- Manage the Student Recruitment and Admissions Specialists and any content support.
- Train staff across the school to work with the new systems.
- Report monthly to the Head of School and quarterly to the Chairman's Office, in numbers.

Requirements

- At least five years in marketing, admissions, sales or operations.
- Experience planning campaigns to a budget and reporting on what they returned.
- Experience managing an agency or external suppliers.
- Working knowledge of paid social advertising, and the ability to read its reporting critically.
- Systems you have built yourself and put into daily use. Please send examples — a link or a screenshot is enough.

- Working knowledge of a CRM (Hubspot), an automation tool such as n8n, Make or Zapier, messaging platforms including WhatsApp Business, spreadsheets and website analytics.
- Practical experience using AI tools in daily work.
- Fluent English, Albanian is desirable.
- The ability to lead colleagues through a change in how they work.
- Experience with television, radio or online media relationships is an advantage. Experience in education is welcome but not required.

What the school offers

- Salary, including bonuses of up to €50,000 gross per year, set according to demonstrated experience and clear bonus KPI's.
- A marketing budget, an agency already in place, and standing agreements with four national television stations, two radio stations and four news portals.
- A budget for software used in Marketing and Admissions operations.
- Direct access to the Head of School and the Chairman's Office.

Applying

Send a CV together with examples of work you have built or run. A short note on what you would do in your first three months is appreciated more than a cover letter.

Applications will be sent by email at jobs@finnish.school, no later than October 2, 2026.

Student Recruitment and Admissions Specialist

Reports to	AI-Native Marketing and Admissions Director
Department	Marketing and Admissions
Location	Finnish School of Kosovo, Konjuh, Lipjan — on campus
Contract	Full-time
Salary	Commensurate with experience

The school

Finnish School of Kosovo, a Top 10 in the World's Best School Prizes 2025, teaches the Finnish curriculum on its campus to students from more than twenty countries. It is the first Cambridge-accredited school and the only member of the Council of International Schools in Kosovo. The school runs from pre-school to grade 12 (including Cambridge A Levels), and includes the University Bridge programme for Grades 11 and 12 and Koonta, an in-school town where students run their own economy.

The role

The Specialist manages the school's relationship with every family that applies, from first enquiry to the first day of term, and builds the school's connections with the organisations that bring international families to Kosovo.

The role works alongside the Marketing and Admissions Director, who manages the systems behind the enquiry process. The Specialist's time is therefore spent with families rather than on administration.

Responsibilities

Families and applications

- Respond to enquiries and guide families through each stage of the application.
- Conduct campus tours and meetings with prospective parents.
- Arrange assessments and interviews with academic staff, and communicate outcomes promptly.
- Prepare offers, contracts and enrollment paperwork.
- Keep accurate records of every family and every stage of their application.

International and relocating families

- Build relationships with embassies, international organisations, NGOs and employers in Kosovo whose staff arrive with school-age children.
- Keep human resources and relocation staff at those organisations informed on the school's programme, term dates and admissions process.
- Support relocating families through the practical side of starting at a new school in a new country.

Local admissions and events

- Build relationships with local families, kindergartens and schools.
- Run Open Days and campus tours with the Director.
- Represent the school at KOSICT, Dokufest and similar events, and record every conversation there.
- Handle fee, scholarship and financial support conversations within school policy and alongside the finance office.
- Supply the Director with the material campaigns depend on: families willing to be interviewed, questions parents keep asking, and the objections that come up on tours.

Retention and reporting

- Speak with families showing early signs of leaving, and address the reasons.

- Report on enquiry volume, conversion and enrolment against target.
- Support new families through their first weeks at the school.

Requirements

- At least three years in admissions, sales, client relations or a similar role.
- Experience working to a target.
- Comfortable keeping records in a customer database and reporting from them.
- Fluent English and Albanian. Further languages are an advantage.
- Confident with parents, diplomats and company staff alike.
- Experience in an international school is an advantage but not a requirement.

Applying

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Videographer / Producer

Reports to	AI-Native Marketing and Admissions Director
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Location	Finnish School of Kosovo, Konjuh, Lipjan — on campus
Contract	Full-time
Salary	To commensurate with experience

The school

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The role

We are looking for an AI savvy, Videographer / Producer who films and edits school videos every week, and turns what happens on campus into material that goes out on television, across the news portals, and on the school's own channels.

This position is for someone who works quickly and consistently, who is comfortable finishing to a deadline, and uses AI tools extensively to improve the quality and the speed of production.

Responsibilities

- Film on campus every week to an agreed schedule — lessons, Koonta, laboratories, sport, rehearsals, University Bridge, and the ordinary days.
- Work each shoot into several outputs: a television cut, a vertical cut, stills for the news portals, and clean footage for the archive.
- Produce the school's television material — spots, fillers and sponsorship idents — cut to exact durations and delivered to each station's specification, on time.
- Work to a written brief on every campaign with the objective agreed before filming, alongside Republika Agency on larger productions, taking in-house what can sensibly be done in-house.
- Cover Open Days, graduation, results, sport, performances, KOSICT and Dokufest, planning filming around the school calendar.
- Capture material for admissions as well as marketing — tours, the campus in use, and families willing to say why they chose the school.
- Maintain a tagged, searchable library of footage and stills, with consent records attached so anyone using a clip can see who may appear in it.
- Produce in both Albanian and English, subtitled, and hold the publishing calendar agreed with the Director.

Requirements

- Demonstrable experience filming and editing, with a reel.
- Confident with camera, sound and lighting in real conditions — classrooms, corridors, sports halls and outdoors — working without a crew.
- Strong editing skills in Premiere, DaVinci Resolve, Final Cut or equivalent, including colour, sound and subtitling.
- Able to deliver to broadcast specification: exact durations, correct formats, correct audio levels.
- Photography as well as video.

- Fluent Albanian and English.
- Organised. You will hold a schedule, label and archive your own work, and hand over files to the school data room.

Useful, not essential

- Experience producing for television rather than only for social channels.
- Motion graphics and titling.
- Drone operation with the relevant permissions.
- Previous work in a school or with young people.
- A driving licence, for filming at events away from campus.

Applying

Send a CV along with reel or three to five pieces, and say clearly which parts you filmed and which you edited.

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