

## Position Description

### Marketing and Events Coordinator

#### Mission

##### UWC Mission

UWC makes education a force to unite people, nations and cultures for peace and a sustainable future.

##### UWC Thailand Educational Goal

We seek to realise our highest human potential, cultivate genuine happiness and take mindful and compassionate action.

#### Context

United World College Thailand (UWCT) is a co-educational, IB Continuum Programme for students in Nursery through to Grade 12. Founded as Phuket International Academy in 2008, UWCT has grown to now serve a mix of nearly 500 day and boarding students. Our first Grade 12 cohort graduated in May 2016 and we anticipate enrolment will continue to grow to over 800 students, including 150 boarders, by 2025.

A 'mission-driven school', UWCT is focussed on providing a holistic education through its education programme that consists of five components: Academics; Social and Emotional Learning and Mindfulness; Service; Activities and Outdoor Education. UWCT offers the continuum of three International Baccalaureate programmes - Primary Years, Middle Years and Diploma - and has developed a justifiable reputation as being a leader in the field of Social and Emotional Learning and Mindfulness; an area in which we have considerable expertise. The School is a dynamic and high-energy environment and we seek individuals that will thrive in a fast-paced, high-standards culture that keeps students and the mission at the core of what we do.

UWCT became the 16<sup>th</sup> United World College in August 2016. While maintaining what was unique about the School, there came an increased emphasis on experiential learning, service learning and outdoor education. The School is committed to deliberate diversity in all facets and students come from more than 60 different nationalities. Amongst this diverse group are our National Committee selected students who have been specially chosen because of their alignment with the UWC mission and values through a rigorous process in more than 155 countries. Our NC students currently come from more than 50 different countries and make a significant impact upon the community from the time they arrive in Grade 11; we are committed to increasing the number of NC-selected students in the years to come.

#### Reports To

Senior Communications and Philanthropy Manager

## Main Working Relationships

Head of School, Leadership Team, Development Team, Marketing and Communications Team, Admissions and Office Staff, Teaching Staff, Students, Parent Support Group, Thanyapura.

## Main Responsibilities

In collaboration with the Senior Communications and Philanthropy Manager and the Marketing Communications Manager; the Marketing and Events Coordinator will be responsible for developing marketing materials and campaign, planning and executing events & marketing activities. with a focus in the following areas:

### Digital Storytelling

- Assist in regularly update the school's website to improve usability and responsiveness across devices and create new content. Update existing content regularly and create new blog posts to share UWCT's stories.
- Provide images/videos to be able to leverage on the school's Social Media accounts, with frequent updates and interactions to engage/expand the audience in order to increase awareness of the school's mission and drive traffic back to the website.
- Take, edit and develop an archive of photographs and videos (well filed) that capture the spirit of the school.
- Leverage opportunities to share out campus events through live-streaming or video recordings or social media events, live Q&As and etc.
- Manage the school's shared image bank and ensure that Staff are using a common location to store their photos
- Work with the Marketing Manager and the Director of Residential Life to increase online awareness about our Boarding facilities.
- Under the guidance of the Marketing Manager, create and share new video content for promotional purposes.

## Community Events & Engagement

- Liaise with students and the Parent Support Group to help support their events and initiatives through assistance with promotion, organisation and photography/video.
- Act as a primary contact for school events. Take the lead in planning and executing events as well as monitoring events expenditures.
- Collaborate with Thanyapura, ensuring that both organisations are appropriately informed of each other's latest developments. Work with the Thanyapura Team when joint events are organised
- Support students in all of their on-campus initiatives through assistance with event coordination, website design, poster design and printing, filming and photography.
- Under the guidance of the Marketing Manager, guide the student Yearbook Team, providing assistance with sourcing photos, processing the order of the Yearbook and overseeing the content
- Promote school events and workshops through a variety of channels

## Administrative task

- Support the Marketing and communications team in procurement processes, digital archiving and managing on campus signage.
- Monitor and maintain equipments and marketing related items stock levels.
- Manage marketing and events calendar

## Required Qualifications

- Bachelor degree in a related field
- Three years of related experience, preferably in multicultural environment
- Exceptional photography and videography skills.
- Ability to edit images and film footage in the Adobe suite of programmes (Indesign, Illustrator, Photoshop, Lightroom, Acrobat, Premiere, after effects, Dreamweaver).
- Ability to set-up lighting and sound for video recording and live-streaming

## Personal Attributes

- Ability to positively engage with students, teachers and parents
- Commitment to and alignment with the School's mission, vision, values and educational philosophy
- Fluency in English and good oral and written communication skills
- Outstanding interpersonal skills: a good listener with a collaborative style

- Highly competent in the use of digital technology
- Honesty, integrity, compassion and a good sense of humour
- Strong organisational and problem-solving skills
- Stamina and resilience
- Cultural sensitivity
- Energetic, enthusiastic, approachable and open minded

### Child Safeguarding Commitment

Safeguarding the welfare of children and young people is a priority and we expect all staff to share that commitment. Applicants for any position at UWCT undergo child protection screening including checks with past employers, law enforcement authorities and other governmental agencies as required.

### Anti-Discrimination Statement

Committed to deliberate diversity, UWCT guarantees that all employment candidates will have their application considered in a manner that is respectful of individual values and beliefs, free from discrimination based on race, ethnicity, colour, nationality, religion, gender, age, familial status and/or disability as we hire on the merits of skill, qualifications, experience and fit for the program. We are committed to a safe, healthy and rewarding work environment and will not tolerate discriminatory harassment or personal harassment in any form.