

## Position Description

### Director of Marketing, Admissions & Engagement

#### Guiding Statements

##### UWC Mission

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

##### UWC Thailand Motto

“Good Heart, Balanced Mind, Healthy Body”

#### Context

United World College Thailand (UWCT) is a CIS accredited, IB continuum authorized, co-educational school for students in Nursery through to Grade 12. Founded in 2008, UWCT has grown to now serve a mix of nearly 400 day and boarding students. Our first Grade 12 cohort graduated in May 2016 and we anticipate growing to over 600 students—including 150 boarders—by 2027.

A mission-driven school, UWCT provides a holistic education through an education model that has five pillars: Academics; Social-Emotional Learning and Mindfulness; Service; Activities; and Outdoor Education. UWCT offers the continuum of International Baccalaureate programmes—Primary Years, Middle Years and Diploma—and has developed a justifiable reputation as being a leader in the field of Social-Emotional Learning and Mindfulness. The School is a dynamic, hard-working environment and we seek people who will thrive in a student- and mission-centered culture, while endeavoring to remain balanced themselves.

UWCT became the 16<sup>th</sup> United World College in August 2016. The School is committed to deliberate diversity in all facets and students come from more than 65 different nationalities. Amongst this diverse group are our National Committee (NC) selected students who have been chosen because of their alignment with the UWC mission through a rigorous process in more than 155 countries. Our NC students come from +50 different countries and make a significant impact from the time they arrive in Grade 11.

#### Pro-Diversity and Anti-Discrimination Statement

As a UWC, we are committed to deliberate diversity and therefore aim to hire staff as diverse as the students we serve. Our goal is to create an inclusive culture that gives voice to a variety of global perspectives. To do this, we encourage a wide range of candidates to apply, including people from traditionally underrepresented backgrounds. We consider all applications regardless of race, ethnicity, colour, nationality, religion, gender, age, familial status and/or disability in a manner that is as respectful and as free from bias as possible as we pursue hiring the best available people who are experienced, qualified and incredible human beings.

#### Reports To

Head of School

#### Main Working Relationships

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

## Responsibilities

### Leading the Admissions Team

- In conjunction with Admissions, developing enrollment strategies and processes to attract and retain families, particularly in grades where attrition has been historically higher.
- Overseeing the Admissions Team, supporting when needed and engaging with prospective parents as appropriate.
- Contributing to the National Committee offer strategy.
- Guiding the analysis of admissions data, and shaping the marketing strategy around data, analytics, on-island and regional trends.

### Building the School's Reputation

- Overseeing and developing whole school communications including weekly e-newsletters, online social media strategies, PR, as well as support the communication of other school departments including Admissions.
- Developing the school's website, online and offline presence, working together with the communications to improve outreach, usability and responsiveness.
- Developing a strategy to share and develop content that highlights school strengths.

### Community Engagement

- Managing, liaising and guiding the Parent Support Group including regular meetings with the committee and other lead volunteers.
- Overseeing and contributing to the planning and implementation of school events including Graduation, Multicultural Day and other celebrations.
- Collaborating with Thanyapura, ensuring that both organisations are appropriately informed of each other's latest developments.
- Being a positive presence at community events.

### Marketing and Communications

- Working to promote a positive image of UWC Thailand through specific, strategic initiatives.
- Working with the Head of School and Board/Foundation on major communications to ensure that the school's strategic mission and vision statements are being communicated.
- Developing a comprehensive marketing approach including advertising, communication (online advertising, radio, print ads, billboards, etc.) and promotional materials.
- Managing external communications, especially in the immediate community, to provide information on the school's activities, goals and impact on the local environment.
- Managing branding or marketing elements across the school including signage, street banners, etc.

### Media Relations and UWC Collaboration

- Maintaining good media relations with local and regional news sources.
- Frequently connecting with the UWC International Office to stay up to date on recent developments, and collaborating with other Development Teams from other schools and colleges within the movement.
- Building on the school's database of contacts to explore new marketing opportunities.

### Finance

- Working together with the Head of School and Budget Supervisor to create the school's Marketing Budget each academic year.
- Managing finances throughout the year to ensure that marketing-related costs remain within the allocated budget.

### Branding Consistency

- Ensuring that the school's branding guidelines are shared with all staff and that the correct letterheads, templates and fonts are used for official documents.
- Developing and updating the school's brand toolkit as necessary.

## Required Qualifications

- Bachelor degree or equivalent
- Minimum five years experience in school or university administration or educational environment
- Excellent command of English both writing and listening
- Customer service skills with pleasant personality
- Supervisory skills
- A proven ability to think strategically and successfully execute initiatives with demonstrated impact

## Personal Attributes and Characteristics

- Commitment to and alignment with the School's mission, vision, values and educational philosophy.
- Outstanding interpersonal skills: a good listener who thrives in a collaborative environment.
- Honesty, integrity and compassion, all with a good sense of humour.
- Fluency in English with strong oral and written communication skills.
- Proven problem-solving skills.
- Enthusiastic, approachable and open minded.
- Ability to establish effective working relationships based on mutual respect with staff, students and parents alike.
- International mindedness and intercultural understanding.
- Ability to take initiative and see projects through to successful completion.

## 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 previous employers, law enforcement authorities and other governmental agencies as required.

## How to Apply

All applications for non-teaching positions should be sent to HR at [saowalak.c@uwcthailand.ac.th](mailto:saowalak.c@uwcthailand.ac.th), addressed to Khun Pan. Applications should include a cover letter and an updated CV/resume without employment gaps. Applications are accepted on a rolling basis and UWCT reserves the right to deviate from published deadlines or processes if a great candidate is found at any time.