

Position Description

Senior Marketing and Communications Manager

Closing date: Wednesday 26 November 2021

Start date: 10 December 2021

*Please note that we encourage interested candidates to apply early as we reserve the right to interview and hire for the position prior to the closing date.

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

UWC Thailand is a co-educational, IB Continuum Programme for students in Nursery through to Grade 12. Founded as Phuket International Academy in 2008, UWC Thailand 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 enrollment will continue to grow to over 500 students, including 170 boarding students, by 2025.

A 'mission-driven school', UWC Thailand 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. UWC Thailand 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.

UWC Thailand became the 16th 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 (NC) 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

Director of Admissions, Marketing, and Engagement. The Senior Marketing and Communications Manager will also have a dotted-line reporting relationship to the Head of School.

Main Working Relationships

The successful candidate will work closely with the Director of Admissions, Communications and Engagement, the Head of School, School Director, Chief Advancement Officer, Health, Safety & Security Officer, Principals, Student Counsellors, Director of Residential Life and Coordinators, Office Staff, Teaching Staff, Students, Manta PTA, UWC International Office, and various other partners.

Main Responsibilities

The Senior Marketing and Communications Manager, UWC Thailand is a senior position reporting to the Director of Admissions, Marketing and Engagement. The Senior Marketing and Communications Manager is able to initiate strategic plans as well as implement them. Additionally, the Senior Marketing and Communications Manager will be able to track and evaluate results and is responsible for leading, managing and driving our marketing and communications team at UWC Thailand. Fluent English language skills are required.

Key Responsibilities

Communications

- To develop and deliver a highly-polished and professional communications and marketing service in support of UWC Thailand's growth vision, priorities and objectives
- To lead the seamless production of timely and creative content across multiple platforms for diverse audiences while also managing the key marketing domains for the school: Website and

Social Media, Advertising and Promotional Campaigns - Digital and Print; Public Relations; Word of Mouth; Events, Webinars, Networking & Outreach; Internal and External Communications; Presentation and Brand Management; Media Management; Academic Department Support

- To support the Head of School and Director of Admissions, Marketing and Engagement in implementing internal and external communications strategies to ensure that the school communicates professionally, consistently and accurately in a prompt and timely fashion with parents, pupils, employees, feeder schools, partner organisations, the International Office of UWC and UWC sister schools across the movement, and with the wider community in accordance with the school's branding and core values
- To support the Head of School, School Director, Chief Advancement Officer, Health, Safety & Security Officer, Divisional Principals, Director of Residential Life and other staff members in drafting and distributing schoolwide and divisional emails
- To manage and maintain the school's events calendar, content plan, web content, and media mix
- To lead the creation of a "**Communications Guideline for Teachers and Staff**" that includes internal and external communications protocols, branding toolkit, and a writing style manual, to ensure consistent use of UWC Thailand branding elements across the school and generate a positive impact on the school's brand equity
- To ensure high quality communications and provide overall editorial control for UWC Thailand. Ensuring appropriate content and appropriate use of tone and language in English across all media (owned, paid and earned)
- To assist the Director of Admissions, Marketing and Engagement in promoting and ensuring that the UWC Thailand brand is a respected and known entity locally, nationally, regionally and internationally
- To be an integral member of the Engagement and Communications Committee (EngCom) and to create and manage projects for parent volunteers supporting school efforts through our robust governance and committee structure as a school

Marketing

- To work closely with the Admissions teams in assessing and responding to enrollment data and trends; and producing welcome packs and other branding collaterals
- To manage and motivate members of the admissions and marketing teams to deliver relevant campaigns, events and communications

- To initiate innovative, clear, and focused marketing campaigns that impact on growth targets and enrollment in line with the annual budget
- To monitor the regional and local competitors closely and advise the Director of Admissions, Marketing and Engagement and Head of School as appropriate
- To ensure that the school is listed in key directories and the information held about the school is up to date

Public Relations

- To connect with the UWC International Office to stay up to date on recent developments, and collaborate with other communications teams from other schools within the movement
- To collaborate with UWC Thailand's partners, ensuring that all school partners are appropriately informed of each other's latest developments and that our internal stakeholders are aware of partner organizations' growth and development
- To ensure the Marketing and Communications department is characterized as service-oriented, efficient and able to hold the broad mission and vision of the school in mind while also attending to the necessary details related to public relations in all iterations
- To lead initiatives within the wider Phuket community, on a regional level, nationally across Thailand and internationally with the goal of strengthening brand awareness
- To support the Head of School in being the public face of UWC Thailand and advise her in PR matters that create a positive impact

Required Qualifications and Skills

- BA degree in Communications, Marketing, Creative Writing or equivalent with an MA in management a plus
- 5+ years prior experience working in a communications or marketing management role, international school experience a plus
- Excellent reading and writing in English
- Experience with effective copywriting and social media content production a must
- Strong analytical skills and attention to detail
- Excellent people management skills - confident in own ability, strong team player and able to lead, train and motivate with drive and passion to deliver on projects
- Ability to manage self and others and prioritize tasks in alignment with the goals and outcomes of the school

- The ability to contribute to a range of projects running simultaneously, maintaining high standards
- Experience with all aspects of current digital marketing platforms, including social media
- Market knowledge and understanding. Up to date with digital media, local online media, social media, Google PPC and Google analytics
- Experience with marketing campaign planning and budget management
- Experience in lead generation, data analysis and management
- Excellent interpersonal skills and able to connect and build positive relationships with parents, staff and stakeholders
- Is flexible in attitude, proactive, strategic minded and comfortable with wider responsibilities

IT Skills

- Google Suite
- Wordpress
- Google Manager, Google Analytics, Google Tags
- Social media platforms existing and future, Canva, Later, Asana, Bitly, Mailchimp, etc.
- Zoom
- SMS

Personal Attributes

- A strong alignment with the UWC mission, vision and values
- Outstanding interpersonal skills: a good listener with a collaborative style
- Honesty, integrity, compassion and a good sense of humour
- Ability to adapt to changing circumstances
- Target-driven
- Ability to positively engage with students, teachers and parents
- Strong team player with a positive "can-do" spirit and disposition
- 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 UWC Thailand 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, UWC Thailand 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.

How to Apply

All applications should be sent to HR at 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 UWC Thailand reserves the right to deviate from published deadlines or processes if a great candidate is found at any time.