

Position Description

Media, Communications and Events Coordinator

Closing date: 9 May 2022

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

In commitment to the school motto of “Good Heart, Balanced Mind, Healthy Body”, UWC Thailand, a non-profit, CIS accredited international school on the beautiful island of Phuket offers a holistic, transformative, and rigorous IB continuum education from Nursery to Grade 12, including both day and boarding students.

UWC Thailand students benefit from our unparalleled programming, grounded in mindfulness, outdoor experiential education, sports and service learning. These opportunities for continuous growth in a safe and nurturing environment allow students to develop the skills and dispositions that will transcend time and prepare them for the resilience needed in an ever-changing world. The school is a dynamic, hard-working environment and we seek people who will thrive in a student- and mission-centred culture, while endeavouring to remain balanced themselves.

As a member of the UWC movement, UWC Thailand is committed to deliberate diversity in all facets and our students come from more than 60 different nationalities. Amongst this diverse group are our National Committee selected students who are chosen through a rigorous process because of their alignment with the UWC mission, and who make a significant impact from the time they arrive in Grade 11. All of this means that our students attain an unparalleled global network of connections. They enjoy impactful learning experiences, enriched by our deliberate cultural diversity community, and driven by the common goal of our students to ‘be a force’ for ‘a more peaceful and sustainable future’ now and for generations to come.

Reports To

Senior Marketing & Communications Manager

Main Working Relationships

Head of School, Leadership Team, Development Team, Admissions & Marketing Team, Main Office Staff, IT Staff, Principals' Assistants, Teaching Staff, Students, Manta Parent-Teacher Association, UWC International Office, Thanyapura and various other partners.

Main Responsibilities

In collaboration with the Director of Admissions, Marketing, and Engagement and the Senior Marketing and Communications Manager; the Media, Marketing and Events Coordinator will be responsible for developing communications and marketing materials and campaigns, planning and executing events & marketing activities with a focus in the following areas:

Media, Communications and Marketing

- Craft written and visual UWC Thailand impact stories and share these stories uniquely across different online and offline platforms
- Take and edit professional photographs and videos that capture the spirit of the school
- Easily access imagery for storytelling purposes by managing effectively the school's shared image bank
- Manage fully the school's current and future social media accounts with a goal of engagement and expansion of our audience base and an increased awareness of the impact of our school's mission
- Maintain the pathway of impact stories as a redirect to our school website
- Assist in regularly updating content on the school's website and create new written and visual content for the website
- Support and leverage opportunities to share our mission through live-streaming, video recordings or social media events, live Q&As etc.
- Create brand and graphic design for the school's communication channels such as, but not limited to, artwork for publications and other communications and marketing material in different formats
- Draft school communications with the Head of School and all members of the leadership teams
- Assist Admissions and Advancement by:
 - increasing day and boarding student numbers, with the aid of the Director of Admissions and the Director of Residential Life, through online awareness and the promotion of our boarding facilities, activities and student life
 - promoting the UWC movement through the production of brand aligned audiovisual storytelling material
 - leading the documentation of our current students, staff and alumni through yearly photography projects to include, but not limited to: yearly photos for badges, the school yearbook, etc.
 - supporting the Advancement Department to build community connection to enhance opportunities for increased donations and support donor stewardship through the production of brand aligned audiovisual storytelling material
 - creating and curating a strong UWC Thailand alumni network through the creation and publication of written and visual storytelling specific to the alumni stakeholder community

Community Events & Engagement

- Fulfill the leadership of all aspects of live webinars from pre- to post-production
- Liaise with students and the Manta Parent-Teacher Association (PTA) to support their events and initiatives through assistance with event coordination, merchandising, design, printing, photography and videography
- Act as a primary contact for school events. Take the lead in planning and executing events as well as monitoring events expenditures
- Collaborate with the school's partners, ensuring that each organisation is appropriately informed of each other's latest developments and that collaboration is well documented
- Promote school events and workshops through a variety of channels

Administrative Tasks

- Support the Admissions, Marketing, and Engagement teams in procurement processes
- Manage departmental administrative tasks as needed
- Engage in ongoing professional development that is both self and line-manager initiated in a commitment to advance technology skills as a professional and as an organisation
- Ensure that the department is well equipped and maintained
- Supply regular reports on activity and engagement numbers

Required Qualifications

- Bachelor's degree, or equivalent, in the field of communications, marketing or other related area
- Multiple years of related experience, preferably in a international environment
- Exceptional writing, photography and videography skills
- Ability to set-up lighting and sound for video recording and live-streaming
- Proficient use and management of workflow using GoogleWorkspace (Drive, Docs, Sheets, Slides, Asana, etc.)

Personal Attributes

- Ability to positively engage with students, teachers, parents and the administrative team
- Commitment to and alignment with the school's mission, vision, values and educational philosophy
- Exceptional English with unparalleled oral and written communication skills
- Outstanding interpersonal skills: a good listener, respectful and professional with a collaborative and reflective style
- A self-starter, who is able to engage in the full cycle of a project with minimal supervision
- Highly competent in the use of digital technology, enthusiastic and a quick learner
- Honest, full of integrity, compassion and with a good sense of humour
- Very strong organisational, critical thinking and problem-solving skills
- Stamina and resilience
- Punctual and responsible
- Culturally sensitive
- Energetic, 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

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.