

Assistant Communications and Engagement Manager Development Office, LPCUWC

THE COLLEGE

Li Po Chun United World College of Hong Kong (LPCUWC) is one of the 17 United World Colleges (UWC) in the world (www.uwc.org). The College was founded in 1992. Sharing a firm commitment to diversity, LPCUWC is a residential college that goes beyond being “international.” We are a vibrant community interwoven by more than 250 students aged 16-19 from over 80 different nationalities, cultures, and various socio-economic backgrounds brought here on scholarships. We are a co-educational and residential college offering the International Baccalaureate Diploma Program (IBDP) and aim to deliver a challenging and transformative educational experience to a diverse cross section of students, inspiring them to create a more peaceful and sustainable future. Details of the College can be found on the website <http://www.lpcuwc.edu.hk>.

BACKGROUND

The College currently has more than Hong Kong and overseas 3,000 alumni based in Hong Kong and overseas. They are all ambassadors of the College and the UWC Movement, living the UWC mission and promoting its values in different ways. It is important to connect with and engage our alumni by regularly updating them about the college/student activities and college developments. Many LPCUWC alumni are very committed to giving back to the College through their active support to College activities and student projects as well as scholarship donations. Engaging and energising different stakeholders through effective communications can also ultimately contribute to the fundraising work at the Development Office led by the Development Director.

This position also collaborates with the marketing communications counterparts in UWC Hong Kong Committee as well as UWC Graduates Organisation (Hong Kong) in terms of internal and external communications.

Each UWC College also works closely with UWC International Office based in London to ensure accurate local adaptation and implementation of global UWC fundraising, communications and alumni engagement strategies. The 17 colleges also share best practices with each other and work closely to promote UWC movement as a global team through all 17 UWCs’ more than 60,000 alumni in different parts of the world.

THE ROLE

The College is now seeking to appoint an Assistant Communications and Engagement Manager focusing on:

1. Internal and External Communications of the College
2. Community engagement of a range of stakeholders including alumni, students, staff and supporters/partners
3. Support fundraising communications and management in Development Office

APPLICATION

The position is offered on a one-year contract initially which can be renewed.

Applications must be made using the Application Form that can be downloaded from the College's website (<http://www.lpcuwc.edu.hk/about-us/lpcuwc/job-opportunities>). Please send a cover letter, the completed application form and expected salary to job@lpcuwc.edu.hk.

Applications should be submitted by Friday, 22 June 2018.

Short-listed applicants will be interviewed towards the end of June 2018.

Personal data provided by job applicants will be used only for the purpose of recruitment at Li Po Chun United World College and will not be disclosed to any outside organisation.

Assistant Communications & Engagement Manager

Job Description

Role Summary	Assist Development Director in driving and implementing all engagement and marketing communication activities targeting different stakeholder groups including alumni, students, staff, supporters/partners of the College.
Main Accountabilities	<p><u>Marketing Communications</u></p> <ul style="list-style-type: none"> ○ Project management of collateral or e-newsletter development for external and internal communications. ○ Supervise the development of college magazine by student with Development Director. ○ Develop and manage internal and external communications calendar and engagement events throughout the year independently and with UWC Hong Kong Committee and UWC Graduates Organisation (Hong Kong) <p><u>Community Engagement</u></p> <ul style="list-style-type: none"> ○ Content development of internal and external communications of college developments and student activities for different stakeholders. ○ Actively and enthusiastically engage different stakeholders in supporting the UWC movement, the College’s engagement and fundraising initiatives through College’s communication platforms including College website, Facebook and LinkedIn. ○ Monitor and follow-up on response from stakeholders and constantly evaluate effectiveness of communications and identify areas of improvement. ○ Manage and update distribution list of stakeholders, including alumni database, for effective communication. <p><u>Fundraising</u></p> <ul style="list-style-type: none"> ○ Support Development Office and Development Director on fundraising related tasks including donor database, donation database and donation/donor-specific communications. <p><u>Other Duties</u></p> <ul style="list-style-type: none"> ◆ Perform any other duties as assigned by the Principal and/or the Development Director.
Typical reporting relationship	Development Director
Development / Training to support role competencies	<p><u>Development activities</u> To be negotiated as part of the performance management process.</p> <p><u>Relevant courses</u> To be negotiated as part of the performance management plan.</p>
Minimum typical education	Undergraduate

<p>Minimum typical experience</p>	<p>Minimum 5 years of fundraising/ marketing communications/ corporate communications experience and enthusiasm in the delivery of philanthropic initiatives and stakeholder engagement management.</p>
<p>Core Professional / Technical competencies required</p>	<p><u>Abilities</u></p> <ul style="list-style-type: none"> ◆ Strong ability to communicate effectively in both English and Chinese, in person and in writing. ◆ Ability to lead and manage external service providers including design agencies and printers. ◆ Proactive in suggesting new initiatives and taking ownership for assigned tasks. ◆ Strong organisational and management skills. ◆ Ability to work cooperatively in a team and motivate team work. ◆ Strong inter-personal skills. ◆ Share the vision and values of the UWC movement. ◆ Experience in managing effective social media campaigns. ◆ Passionate about philanthropy in education would be an asset. ◆ Knowledge in database management (e.g Microsoft Excel) would be advantage.
<p>Core Soft / Transferable Competencies required</p>	<ul style="list-style-type: none"> ◆ Engaging and confident personality. ◆ Positive can-do attitude. ◆ Attention to detail. ◆ Ability to network and influence at the highest level. ◆ Able to handle sensitive and confidential information tactfully and with integrity. ◆ Results driven and delivery focused. ◆ Excellent time management, organisational and prioritization skills with the ability to juggle a wide range of competing demands and deliver to deadlines.