

Marketing Communications & Engagement Manager

Job Description

Role Summary	<p>The Marketing Communications & Engagement Manager will support the Advancement Director and the Principal in executing and enhancing marketing communications initiatives. This role aims to elevate the College’s profile, increase its visibility, drive interest in admissions, and promote engagement and fundraising activities in alignment with UWC's mission and the College's strategic plan.</p>
Main Accountabilities	<p><u>Marketing Communications</u></p> <ul style="list-style-type: none"> ○ Oversee the development and maintenance of the College website and all social media channels, including updates, new page creation, blogs, and other resources. ○ Develop and execute digital marketing strategies to enhance engagement and enrollment, utilizing social media campaigns, email marketing, and online advertising. ○ Create and design compelling, informative, and audience-focused marketing materials, including briefs, profiles, key messages, speaking notes for college leadership, presentations, brochures, videos, photo libraries, advertising copy, and both digital and print content (e.g., newsletters, donor communications, alumni impact videos). ○ Plan, organize, and execute engaging events that showcase the College and attract prospective students, families, alumni, and potential donors/partners. ○ Collaborate with the Admissions Director, Strategic Development and Special Projects Manager, University Counselor, UWC Hong Kong Committee, UWC Graduates Organisation, and UWC International Office to implement targeted marketing communications activities for diverse stakeholders. ○ Assist the Advancement Director and Principal in developing timely responses to the College community and media inquiries. ○ Conduct market analysis to identify trends, opportunities, and competitive positioning, ensuring marketing strategies meet the needs of the target audience. <p><u>Community Engagement</u></p> <ul style="list-style-type: none"> ○ Actively engage the LPC community—including faculty, students, parents, alumni, and partners—in supporting the UWC movement and fundraising initiatives through the College’s communication platforms. ○ Organize and participate in community events, meetings, and networking opportunities to promote the College and foster a strong sense of community. ○ Monitor stakeholder responses (both internal and external), evaluate the effectiveness of communications, and identify areas for improvement.

	<ul style="list-style-type: none"> ○ Maintain and update the College’s database to facilitate effective communication. <p><u>Fundraising</u></p> <ul style="list-style-type: none"> ○ Support the Advancement Director with fundraising-related tasks, including donor database management, stewardship, communications, and fundraising activities. <p><u>Other Duties</u></p> <ul style="list-style-type: none"> ○ Supervise student-led “Quan Cai” (QC) programmes. ○ Perform any other duties as assigned by the Advancement Director and/or the Principal.
Reporting relationship	Reports to the Advancement Director and the Principal.
Development / Training to support role competencies	Development activities will be negotiated as part of the performance management process. Relevant courses will also be discussed during this process.

Marketing Communications & Engagement Manager

Job Specification

Minimum typical education	Bachelor’s degree in marketing, communications, journalism, public relations, or a relevant field.
Minimum typical experience	<p>Minimum 5 years of experience in marketing communications in the education sector or relevant field.</p> <p>Enthusiasm in the delivery of philanthropic initiatives and stakeholder engagement management.</p> <p>Experience in community engagement in the education sector would be an advantage.</p>
Core Professional / Technical competencies required	<p><u>Abilities</u></p> <ul style="list-style-type: none"> ◆ Outstanding written and verbal communication skills. Strong ability to communicate effectively in English and Chinese (Mandarin and Cantonese) verbally and in writing. ◆ Strong knowledge of communication practices and techniques. ◆ Proactive in suggesting new initiatives and taking ownership of assigned tasks. ◆ Excellent organizational and management skills with accuracy and an eye for detail ◆ Ability to work cooperatively in a team and motivate teamwork. ◆ Strong interpersonal skills. ◆ Experience in managing effective social media campaigns. ◆ Experience in website development/management ◆ Experience working with WIX, MailChimp, or similar ◆ Ability to lead and manage external service providers/vendors such as design agencies and printers. ◆ Knowledge of database management/CRM would be an advantage. ◆ Knowledge of graphic design, filming, and editing would be an advantage. ◆ Passion for philanthropy in education would be an asset.
Core Soft / Transferable Competencies required	<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.

	<ul style="list-style-type: none">♦ Excellent time management, organizational, and prioritization skills with the ability to juggle various competing demands and deliver to deadlines.
--	---