

ENGAGEMENT OFFICER

The Engagement Officer at UWC Changshu China is responsible for driving student admissions, enhancing community engagement, and amplifying the school's brand visibility through innovative marketing, partnerships, and outreach initiatives. This role integrates strategic marketing, admissions support, and communications efforts to foster relationships with prospective students, families, partners, and the broader community while aligning all activities with the school's mission and values.

DIRECT REPORTS

The Engagement Officer reports to the Senior Manager of Marketing and Communications.

MAIN DUTIES AND RESPONSIBILITIES

- Marketing and Outreach Development: Create and implement comprehensive marketing strategies (online and offline) to increase visibility, drive student admissions, and enhance community engagement, ensuring alignment with the school's brand and objectives.
- Event and Exhibition Management: Plan and execute promotional events such as education exhibitions, graduation ceremonies, and anniversary celebrations, while identifying and managing domestic and international exhibitions to boost brand presence.
- Partnership Building: Establish and maintain relationships with key opinion leaders (KOLs), media outlets, agencies, and community organizations to expand outreach, amplify marketing efforts, and develop effective student sourcing channels.
- Content and Communications: Develop compelling content for promotional materials, social media, newsletters, press releases, and internal communications, adapting tone and style to engage diverse audiences effectively.
- Admissions Support: Collaborate with the admissions team to meet enrollment goals through market research, competitive analysis, and the development of enrollment strategies tailored to target groups. Support the execution of the open days.
- Merchandising and Sales: Oversee the end-to-end process of school merchandise development, from creative design to production and sales (both online and on-campus), driving engagement and revenue generation.
- Community Engagement: Collaborate with the admissions team to support and facilitate visits by prospective parents and students. Assist in developing initiatives that enhance engagement and connection within the UWC Changshu community.
- Performance Analysis: Monitor and analyze the effectiveness of marketing, admissions, and communications efforts, adjusting strategies and tactics to optimize outcomes.
- Collaboration: Work closely with cross-functional teams (e.g., design, communications, admissions) to ensure cohesive messaging and branding across all initiatives.
- Ad Hoc Tasks: Undertake additional duties as assigned to support the overall success of the department and school.

DEMANDS OF THE POSITION

The ideal candidate will possess:

- A Bachelor's degree in Marketing, Communications, Business, Public Relations, or a related field.

- A minimum of 1-2 years of experience in marketing, admissions, or international education/global education management.
- Strong interpersonal, collaboration, and relationship-building skills to work effectively with diverse stakeholders.
- Creative and strategic thinking, paired with exceptional organizational, project management, and multitasking abilities.
- Proficiency in relevant tools and platforms (e.g., word processing, Excel, social media platforms like Facebook, Twitter, WeChat, and marketing analytics tools).
- A proactive mindset, attention to detail, and the ability to adapt to a fast-paced, multicultural environment.
- A passion for education, a solid understanding of branding principles, and familiarity with the international education landscape. A strong understanding of UWC and Chinese culture.
- A sense of humor, patience, flexibility, and a strong work ethic to thrive in a vibrant school community.

SAFEGUARDING STATEMENT

UWC Changshu is committed to safeguarding and promoting the welfare of all the students in our care and expects all applicants to share this commitment. We follow safe recruitment practices which are aligned to the recommendations of the International Task Force on Child Protection. We hold ourselves to a high standard of effective recruiting practices with specific attention to child protection. All appointments are subject to an interview, identity checks, criminal record checks, and successful references.

EQUAL OPPORTUNITY STATEMENT

The school is an equal opportunity employer and values diversity. We actively encourage all qualified applicants to apply regardless of race, religion, gender, national origin, age, or disability.