

COMMUNICATIONS MANAGER

ABOUT THE POSITION

Type of Position: Non-Residential - Staff

Location: UWC Mahindra College, Pune

UWC Mahindra College seeks a capable and adaptable individual who is deeply committed to UWC ideals, to manage communications and public relations duties from the college's Office of Advancement and to effectively support all institutional advancement activities.

The Communications Manager will be a member of the school's administrative staff and will report to the Head of Advancement. She/he will primarily be responsible for executing communications and branding strategies for the college as well as supporting various other advancement tasks such as fundraising and alumni engagement.

KEY RESPONSIBILITIES

Communications and Brand Building:

- Sustain an impactful and consistent brand message across all communications materials such as publications, videos, websites, presentations, fundraising campaigns, and social media.
- Coordinate the creation, production and dissemination of college communications such as quarterly newsletters, brochures, messages, presentation materials, blogs, short videos and proposals for all development initiatives. Produces and edits the Head of College newsletters. Responsibilities include managing production, content creation and management, and vendor liaising.
- Establish a strong social media presence through active and innovative outreach on both established and new social media channels.
- Identify appropriate metrics for the college's digital communication and work towards optimising them.
- Maintain college website and intranet by monitoring content and collaboratively update content as required. Ensure ongoing improvement of the website, including phased updates and redesigns by liaising with vendor.
- Maintain a media bank for print, digital or internal communications as well as media and publications archives.
- Support the college's media strategy and promotional outreach; including writing press releases, media placement pitches, special events support and short programmes promotions.
- Implement e-communication and data collection initiatives to establish and maintain an electronic database of all constituents.
- Design and collate handbooks. Writes, edits and ensures publication of the college's Annual Report.

Advancement Related Functions:

- Contribute to the development and implementation of Advancement Office initiatives and activities such as alumni reunion and engagement activities, fundraising campaigns, special projects, and advertisements for summer programmes from a communications standpoint.

KEY RESPONSIBILITIES (continued)

Administrative responsibilities:

- Manage budget, spending and reporting for communications initiatives of the College.
- Supervise documentation of key college events through collaboration with students, or vendors.
- Liaise with the UWC International Office during common global projects and represent the college's interests and priorities.
- Co-ordinate and update internal communications requirements (such as email signatures, letterheads, visiting cards, etc.)

QUALIFICATIONS AND COMPETENCIES REQUIRED

Education: Bachelor's degree or equivalent, preferably in Media/ Communications/ Marketing or related fields.

Work Experience: Minimum 3 years' experience in a reputable organization in any of the following roles: marketing, communications, media/PR, social media management, non-profit fundraising, business development or educational advancement.

Desired Qualities:

- Innovative thinker, with a track record for translating strategic thinking into action plans and output.
- Strong communications portfolio with exceptional written, oral, interpersonal, and presentation skills.
- Demonstrated success integrating and leveraging social and digital media as a component of a successful marketing and communications program.

QUALIFICATIONS AND COMPETENCIES REQUIRED (continued)

Desired Qualities:

- Attention to detail, strong organizational & time management skills. Ability to be self-motivated and manage a complex workload under tight deadlines.
- Excellent interpersonal and intercultural communication skills. Team player who will not only carry out their own immediate job responsibilities but will also contribute collaboratively to other offices, functions, and activities outside the scope of their job description.
- Ability to work with Canva for social media and publication templates, and Wordpress for website backend management.

Significant Assets:

- Knowledge of Hindi and/or Marathi
- Experience in public relations management
- Understanding of international educational systems and enthusiasm for the UWC movement
- Intermediate to advanced experience with video production
- Intermediate to advanced proficiency in desktop design software suites (Adobe Photoshop, InDesign, Premiere Pro) for in-house graphics, videos, publications design and production
- Intermediate experience with website management

HOW TO APPLY

Interested applicants should send the following materials to the attention of the Head of College, Dr. Dale Taylor at **vacancies@muwci.net**:

- Curriculum Vitae
- Cover letter outlining how your qualifications and experience match the position's requirements
- Contact information for two referees (both telephone and email contacts)

Employment Terms:

- 3-year employment contract with strong employer-provided benefits
- Very competitive compensation range
- Transport provided
- Opportunities for professional development & travel

Note:

Founded in 1997 UWC Mahindra College www.uwcmahindracollege.org is one of 18 UWC Schools and Colleges (www.uwc.org). It is a member of the Council of International Schools (www.cois.org), an equal opportunities employer, and screens all applicants to fulfill our obligations for the protection of children.