

Outreach Manager

Job Description

Role Summary	Supports the Advancement Director and Principal in developing and managing outreach programmes in line with UWC's Mission and the College's strategic plan.
Main Accountabilities	<ul style="list-style-type: none"> ◆ Develop and manage different education outreach programmes, including but not limited to Summer and Winter Camps, focusing on UWC's values and mission. ◆ Directly engage with a wide range of external stakeholders in developing these outreach programmes, including but not limited to local school Principals, non-profit organizations, corporate foundations, universities, and EDB. ◆ Work closely with the LPC community, such as teaching faculty, students, supporting staff (i.e., Admissions Director, University Counselor, etc.), UWC Graduates Organization, and parents in developing these programmes. ◆ To support the existing outreach programmes that the College operates. ◆ Develop and implement partnerships with schools, higher education sectors, and industry partners. ◆ Plan, manage and where appropriate, deliver student activities (online/offline). ◆ Participate in school/education expos/fairs to promote the college and explore potential partnership opportunities. <p><u>Investigate the Role of Technology within the Peace Education Centre</u></p> <ul style="list-style-type: none"> ◆ To develop educational programmes that utilise technology in a creative and innovative way. <p><u>Fundraising</u></p> <ul style="list-style-type: none"> ◆ Work with the Advancement Director to explore potential partners/donors who can support these outreach programmes. <p><u>Marketing Communications</u></p> <ul style="list-style-type: none"> ◆ Work closely with the Development Office in designing and developing external & internal communications. ◆ Collaborate with internal and external stakeholders on the

	<p>rollout of different marketing communications activities targeting different stakeholders.</p> <ul style="list-style-type: none"> ◆ Assist the Development Office in creating and managing the school’s social media platforms. ◆ Support the Development Office in responding promptly to the school community and media enquiries. <p><u>Other Duties</u></p> <ul style="list-style-type: none"> ◆ Supervise student-led "Quan Cai" (QC) programmes as needed. ◆ Perform any other duties as assigned by the Advancement Director and/or the Principal.
Typical reporting relationship	The Advancement Director and the Principal
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>