**Job Description: Communication, Community Relationship & Alumni Relationship (CCA) Manager**

**职位说明：沟通、社区关系和校友关系经理**

**Position goal 职位目标:**

The Communication, Community Relationship, and Alumni Relations Manager will work with all stakeholders to make YCE and its institutes widely recognized and respected nationally and internationally and ensure that YCE is well positioned to become a leader in international education. This position will be responsible for internal and external areas including English communications, community relationship, alumni relationship, and community building.

工作目标：沟通、社区关系和校友关系经理将与所有利益相关者合作，使YCE及其机构在国内外得到广泛认可和尊重，并确保YCE处于成为国际教育领导者的有利地位。 该职位将负责内部和外部领域，包括英语沟通、社区关系、校友关系和社区建设。

**Report to:** AMC Team Leader

**汇报对象**：AMC团队组长

**Responsibilities岗位职责**

**Leadership**

1. Provide visionary leadership for YCE Communication, Community Relationship, and Alumni Relationship Team.

2. Collaborate with Admissions Senior Manager and Marketing & Branding Senior Manager to develop clear vision and strategic and annual plans.

3. Collaborate with Admissions Senior Manager, Marketing & Branding Senior Manager and business partners to ensure effective and efficient service is provided to all YCE institutes.

4. Empower and support Alumni Relations Officer to lead the Alumni Relations Team (eg Alumni Relations Officer, assistants, interns, alumni ambassadors, alumni volunteers, student volunteers etc)

**领导力**

1. 为YCE沟通、社区关系和校友关系团队提供富有远见的领导。

2. 与招生高级经理和市场与品牌高级经理合作，制定清晰的愿景以及战略和年度计划。

3. 与招生高级经理、市场与品牌高级经理以及业务合作伙伴合作，确保为所有YCE机构提供有效且高效的服务。

4. 授权和支持校友关系专员，领导校友关系团队（例如校友关系专员、助理、实习生、校友大使、校友志愿者、学生志愿者等）。

**Communications**

1. Collaborate with Head of School, Admissions Senior Manager and Marketing & Branding Senior Manager in developing and executing a focused and aligned YCE communications strategy.

2. Collaborate with Head of School, Admissions Senior Manager and Marketing & Branding Senior Manager to develop integrated marketing, media, multimedia and communication strategies and plans that meet development targets to support admissions and build brand awareness.

3. Collaborate with Head of School, Marketing & Branding Senior Manager to ensure high quality and consistency of internal and external YCE branding and communications.

4. Proofread English-language content (eg WeChat; HOS and BCIS Communications; materials for admissions, marketing and alumni relations etc)

5. Manage English-language social media channels (eg Twitter, Linked In, Facebook, Instagram, YouTube etc) and regularly post content.

6. Support and collaborate with Student Editorial EA to provide authentic opportunities for student voice to be promoted in the community.

7. BCIS Connect APP monitoring: monitor and follow up with IT to ensure the contents in the APP are updated timely.

**沟通**

1. 与校长、招生高级经理以及市场和品牌高级经理合作，制定和执行有针对性且一致的YCE传播策略。

2. 与校长、招生高级经理和市场与品牌高级经理合作，制定符合发展目标的整合市场、媒体、多媒体和传播策略和计划，以支持招生并建立品牌知名度。

3. 与学校负责人、市场和品牌高级经理合作，确保内部和外部YCE品牌和传播的高质量和一致性。

4. 校对英文内容（例如微信；HOS 和 BCIS Communications；招生、市场和校友关系材料等）。

5. 管理英语社交媒体渠道（例如 Twitter、Linked In、Facebook、Instagram、YouTube 等）并定期发布内容。

6. 支持并与学生编辑EA合作，为学生的声音在社区中得到推广提供真实的机会。

7. BCIS Connect APP监控：与IT进行监控和跟进，确保APP内内容及时更新。

**Community Relationship (Internal and External)**

1. Actively build community relationships with all stakeholders (including academic and admin leaders and staff, PTA members, parents, students and alumni) within and across the various YCE member institutes.

2. Build relationships with embassies and Chambers of Commerce, attending selected events to represent YCE member institutes.

3. Lead Community Relations initiatives with existing parents to strengthen parent engagement (eg PTA, PAL workshops, develop parent ambassadors etc)

4. Monitor community sentiment and provide feedback to member institutes.

5. Collaborate with academic leadership, Admissions Senior Manager, Marketing & Branding Senior Manager, Events & PR Manager and Alumni Relations Officer to deliver highly engaging community and public events.

**社区关系（内部和外部）**

1. 积极与各个YCE成员机构内部和之间的所有利益相关者（包括学术和行政领导和工作人员、PTA成员、家长、学生和校友）建立社区关系。

2. 与大使馆和商会建立关系，代表YCE成员机构参加选定的活动。

3. 领导与现有家长的社区关系活动，以加强家长参与（例如 PTA、PAL 研讨会、培养家长大使等）。

4. 监测社区情绪并向成员机构提供反馈。

5. 与学术领导、招生高级经理、市场与品牌高级经理、活动与公关经理以及校友关系专员合作，举办高度参与的社区和公共活动。

**Alumni Relations**

1. Collaborate with academic leadership, Admissions Senior Manager and Alumni Relations Team to develop a stronger, more connected and engaged BCIS Alumni Network.

2. Develop with Alumni Relations Officer annual Alumni Relations action plans that advance the mission, vision, and strategic goals in collaboration with BCIS leadership

3. Empower and support Alumni Relations Team to build relationships with and between a wide range of BCIS alumni through a variety of events, projects and communications.

4. Empower and support Alumni Relations Officer to lead and coordinate opportunities for alumni to give back to BCIS community

5. Empower and support Alumni Relations Officer to lead and coordinate opportunities for alumni to support G10-12 students (eg use of Alumni Portal, IDEATE mentors etc)

6. Empower and support Alumni Relations Officer to lead and coordinate projects to connect students and alumni and promote BCIS alumni within and beyond school community

**校友关系**

1. 与学术领导、招生高级经理和校友关系团队合作，建立一个更强大、联系更紧密、参与度更高的BCIS校友网络。

2. 与校友关系专员一起制定年度校友关系行动计划，与 BCIS 领导层合作推进使命、愿景和战略目标。

3. 授权和支持校友关系团队通过各种活动、项目和沟通与广泛的 BCIS 校友建立关系。

4. 授权和支持校友关系专员领导和协调校友回馈 BCIS 社区的机会。

5. 授权和支持校友关系专员领导和协调校友支持 G10-12 学生的机会（例如使用校友门户、IDEATE 导师等）。

6. 授权和支持校友关系专员领导和协调连接学生和校友的项目，并在学校社区内外宣传 BCIS 校友。

**Team Collaboration**

1. Be reflective, think critically and creatively, and demonstrate initiative to help the team improve and develop.

2. Work with Admissions Senior Manager and Marketing & Branding Senior Manager to develop a strong, connected YCE AMC team with shared goals, understandings, and responsibilities.

3. Continue to strengthen working relationships with Academic and Admin teams within and across YCE institutes.

4. Participate in various events such as Open Houses, education fairs, parent events, Spring in the City/Courtyard, Alumni Reunions, Graduation etc.

5. Work on other projects designated by Senior Admissions Manager.

**团队协作**

1. 善于反思，批判性和创造性地思考，并表现出主动性，帮助团队改进和发展。

2. 与招生高级经理和市场与品牌高级经理合作，建立一支强大、相互联系的YCE AMC团队，并拥有共同的目标、理解和责任。

3. 继续加强与YCE机构内部和跨机构的学术和管理团队的工作关系。

4. 参加各种活动，如开放日、教育展、家长活动、城市/庭院之春、校友聚会、毕业典礼等。

5. 完成高级招生经理指定的其他项目。

**Qualifications任职资格**

1. Post‐graduate degree majoring in Marketing, Economics, Education or a related field.

2. Experience in the areas of China and International social media, Contents developments, Community relationship building, marketing related areas, etc. International education background, English native speaker.

3. Highly collaborative emotionally intelligent with superb interpersonal skills.

4. Internationally‐minded and experience working within a diverse environment.

5. A community relationship builder.

6. An open‐minded and effective communicator.

7. Life‐long learner. Professional, knowledgeable and / or experience in a similar role.

8. Role model and facilitator. A leader who empowers and inspires.

1. 具有市场、经济、教育或相关领域专业硕士学位。

2. 在社交媒体/内容创造/社区关系建立等方面有经验。国际教育行业优先;英语为母语。

3. 高度合作 高情商，并具备极好的人际关系技能。

4. 具有国际思维和在多样环境中工作的经验。

5. 是一位社区关系建立者。

6. 是一位思想放并且卓有成效的沟通者。

7. 终身学习者. 专业，渊博，并且/或者具有相关职位经验。

8. 榜样和促进者 是一位赋予力量并启发激励他人的领导者。

*NOTE: The above job description reflects the general requirements necessary to describe principal functions or responsibilities of the job identified and shall not be interpreted as a detailed description of the work requirements that may be inherent in the job, either at present or in the future.*

*备注：上述岗位职责反映了该岗位的主要功能或职责的总体要求，并不能被视为对该岗位要求的详细描述。*