

## **Position: COMMUNICATIONS & ENGAGEMENT ASSOCIATE**

**Employment Status:** Full-time employee

**Employment Location:** UWC ISAK Japan Campus  
(5827-136 Nagakura, Karuizawa, Kitasaku-gun Nagano, 389-0111 Japan)

**Working Hours:** Can select from one of the schedules below:

- 1) 7:30-16:15
- 2) 8:00-16:45
- 3) 8:30-17:15

**Start Date:** April 2019~

### **Requirements:**

- Share UWC ISAK Japan values, resonate with our mission and be willing to be an active participant in school life
- Fluent in both Japanese and English (business level)
- Digital literacy, including Word, Excel, PowerPoint and Google Apps
- Valid Japanese driver's license

### **Experience with the following programs is highly desired:**

- Adobe Photoshop, Illustrator, InDesign
- ESP (MailChimp, Constant Contact)
- Video editing software such as iMovie or FinalCut Pro
- Microsoft Office (Word, Excel, PowerPoint)
- Google Drive, Google Docs, Google Forms
- WordPress
- Facebook, Instagram, YouTube

### **Job Description:**

Supervised by the communications director, the communications & engagement associate will support admissions, development, and alumni/parent relations by identifying, researching and creating a variety of content including blog posts, videos, email newsletters, social media (Instagram) posts and web content. The communications & engagement associate should be prepared for the following types of work:

- Writing and Storytelling for School Blog
- Video & Photo Creation / Editing
- School Event Support
- Assist with Student Ambassador Program
- Manage Social Media Accounts
- Create and Send Weekly/Biweekly Parent Newsletters
- Assist with Content Creation for Quarterly Newsletters
- Serve as UWC ISAK Representative to Alumni Association
- Plan Alumni Activities / Reunions
- Represent UWC ISAK on UWC Engagement Team Calls
- Manage UWC ISAK account on the UWC Hub
- Create and nurture opportunities between UWC ISAK and other UWC schools/colleges
- Support Admissions and Summer School as Needed

### **Personal Characteristics:**

- Background in marketing or communications a strong plus.
- General office skills including office suite and presentation software
- Globally-minded and interested in experiencing a diverse community
- Self-starter who can work independently
- Excellent factual and creative writing skills with ability to tailor messages to specific audiences
- Experience with social media strategies and social media campaigns
- Recent bachelor's degree in communications, public relations, journalism or marketing

### **How To Apply**

Please submit the following documents to [recruit@uwcisak.jp](mailto:recruit@uwcisak.jp) by March 15, 2019. Please note that we will only contact applicants who passed the applicant screening:

- Cover Letter (A4/One page)
- Resume

Note: All new employees are subject to a probationary work period prior to being offered a permanent job contract.

## **General Information**

### **UWC ISAK Japan Core Values**

#### **A Shared UWC Mission**

*UWC makes education a force to unite people, nations and cultures for peace and a sustainable future.*

#### **Our Distinct Identity**

*At UWC ISAK Japan we empower each other to be transformational leaders who explore new frontiers and make a positive impact today and in the future.*

We believe not only in the power of education, but also in the power of young people to become catalysts for positive change. We aim to create an environment where students learn to understand and appreciate different perspectives, challenge themselves academically and emotionally, and develop their innate potential as change-makers who can identify what is most important and needed, take action in the face of discomfort, use diversity as a strength, and support others in this practice.

#### **Our Motto**

Our school motto reflects our hopes for and dedication to all UWC ISAK Japan students as they journey through one of the most important and exciting times of their lives.

*One Life. Realize Your Potential. Be a Catalyst for Positive Change.*

### **Leadership Education at UWC ISAK Japan**

Part of our distinct identity as a UWC is our focus on leadership, specifically leading ourselves and leading with others.

#### **We believe in transformational leadership.**

#### **Who is a transformational leader?**

A transformational leader is someone who consistently identifies what is most important and what is needed, takes action in the face of discomfort, uses diversity as a strength, and supports others in this practice. With continuous practice, a transformational leader creates positive change within self and the community at large.

A transformational leader consistently applies these foundational skills of leadership:

- Awareness: Deeply observes oneself and the environment, and understands what is important for self and the greater good.
- Connection: Empathizes with members of a community, understands their diverse potentials and values, and supports them towards a common goal.
- Action Taking: Steps out of one's comfort zone to courageously bring ideas to life.
- Self-Discipline: Responds positively to challenges with measured reflection, growth mindset, resilience and optimism.
- Creativity: Generates innovative ideas and questions and builds upon those of others

### **Leadership is a practice.**

Leadership is not a position or status that a selective group of people earn, whether by the virtue of their economic or social position in society or their innate demeanor or personality. At UWC ISAK Japan, we believe that leadership is a practice. This practice is integrated into our [curriculum](#), and we believe that with practice, individuals can grow and integrate the essential skills of leadership.

### **About UWC**

Founded in 1962, UWC (United World Colleges) is a global education movement that makes education a force to unite people, nations and cultures for peace and a sustainable future. UWC is comprised of schools and colleges in 17 countries, with national committees and selection contacts in more than 155 countries. UWC fosters a lifelong commitment to social responsibility, and to date has inspired a network of 60,000 alumni who believe it is possible to work for positive change.

The majority of students attending UWCs are selected by UWC national committees. In support of the belief that education should be independent of a student's ability to pay, 70% of national committee selected IB Diploma students receive full scholarships. The UWC movement places a high value on experiential learning, outdoor education, service and other cultural understanding, alongside the academically challenging International Baccalaureate Diploma Programme (IBDP).

### **About UWC ISAK Japan**

UWC ISAK Japan is Japan's only full-boarding international high school and the newest member of the United World Colleges movement. Following the Japanese school system, UWC ISAK is a three-year high school, with all students in grades 11 and 12 following the IB Diploma Programme curriculum. The school is accredited by the Japanese Ministry of Education (MEXT), and all graduates receive a Japanese high school diploma. Currently, 187 students from 73 countries attend UWC ISAK Japan, with 70% of students receiving full or partial need-based scholarship support. 30% of enrolled students are Japanese, with the remaining 70% coming from homes outside of Japan.

### **Location**

Karuizawa is located in Nagano Prefecture, home to the 1998 Winter Olympics and fondly referred to as the "Roof of Japan." Karuizawa has been attracting an international mix of visitors since the late nineteenth century. The mountainous climate keeps Karuizawa cool and comfortable during Japan's summer months, making it a popular escape from Tokyo's heat and humidity. Karuizawa experiences four seasons with regular snow in the winter which generally lasts from early December through February. Monthly temperatures average between 21 and -5 throughout the year.

While the full-time population of Karuizawa is fewer than 20,000, the population of the town increases dramatically during the summer tourist season. From Tokyo, it takes approximately 70 minutes to reach Karuizawa station on the Shinkansen (Japanese bullet train).

Karuizawa is a favorite destination for outdoor enthusiasts and offers year-round recreation including hiking, cycling, tennis golf and skiing. In addition, a vibrant arts & crafts scene includes art galleries and museums, a performing arts center, a symphony hall, and and a community symphony. There are also many good restaurants with wide ranging cuisines, a large upscale outlet mall with designer shops, a variety of onsen hot springs and a local volcano, Mt. Asama.

UWC ISAK Japan is located on the outskirts of Karuizawa in a quiet residential community, and the school is not within easy walking distance to a train station or a large supermarket. Schooling options for faculty children are limited to the local public schools where all instruction and communication is in Japanese. We are not able to guarantee admission to UWC ISAK for faculty children in grades 10-12 or to guarantee scholarships if faculty children are admitted.

For more information about the town of Karuizawa, please go to the following website:

<http://www.japanvisitor.com/japan-city-guides/karuizawa-guide>

## 募集要項

### コミュニケーション・エンゲージメント アソシエイト

ユナイテッド・ワールド・カレッジISAKジャパン(以下、UWC ISAK)は構想から7年を経て、2014年、日本初の全寮制国際高校として、軽井沢に開校しました。世界はめまぐるしく変化し、私たちは国内外どこにいたとしても、多様な国籍、文化、価値観が渦巻く中で生きることが余儀なくされています。UWC ISAKは、「自ら成長し続け、新たなフロンティアに挑み、共に時代を創っていくチェンジメーカー」を育むことをミッションに掲げており、現在73ヶ国の様々な社会経済的バックグラウンド出身の187名が、共に学んでいます。UWC ISAKでは、現在自然あふれる美しい軽井沢のキャンパス勤務の経理職員を募集しています。世界73ヶ国から集う生徒たちが全寮生活を送る、活気溢れるキャンパスの管理運営にご興味のある方は、ぜひご応募ください。

**雇用形態** 正職員 (試用期間あり)

**勤務地** ユナイテッド・ワールド・カレッジISAKジャパン キャンパス  
長野県北佐久郡軽井沢町長倉5827-136

**勤務時間** 下記のうち、いずれかを選択  
①7:30-16:15  
②8:00-16:45  
③8:30-17:15

**勤務開始** 2019年4月

**給与** 経験やスキルにより厚遇

**福利厚生** 社会保険完備、週休2日、有給休暇、学校が定める休暇、交通費全額支給、  
プロフェッショナル・ディベロップメント制度、昼食カフェテリア利用無料、健康診断

#### 応募資格

- UWC ISAK Japanの理念に共感していただける方
- 日本語 **Fluent** / 英語 **Business Level**
- PCスキル (メール、Word、Excel) 必須
- 普通自動車運転免許

#### 下記の経験のある方は尚可:

- Adobe Photoshop, Illustrator, InDesign
- ESP (MailChimp, Constant Contact)
- 動画編集のソフトウェア (iMovie, FinalCut Proなど)
- Microsoft Office (Word, Excel, PowerPoint)
- Google Drive, Google Docs, Google Forms
- WordPress
- Facebook, Instagram, YouTube

#### 業務内容

マーケティング/コミュニケーションディレクターの監督下で、リサーチや、各種コンテンツを作成。アドミッション、デベロPMENTチームのサポート、及び卒業生や親御さんとの関係強化を行います。ブログ、ビデオ、メールでのニュースレター、SNSへの投稿(Instagram)やWeb Page上のコンテンツなどの作成が含まれます。具体的には下記の業務が含まれます。

- 学校のブログの執筆、ストーリーテリング
- 動画・写真の作成、編集
- 学校のイベントのサポート
- Student Ambassador Programのサポート
- 学校のSNSアカウントの管理
- 週次及び隔週のニュースレターの作成・配信
- 四半期に一度のニュースレターの作成サポート、コンテンツ作成のサポート
- UWC ISAK 同窓会の窓口
- 同窓生イベント、同窓会の企画
- ISAKの代表としてUWC エンゲージメントチームとの会議に出席
- The UWC HubへのISAK近況のアップデート
- UWC ISAK とその他のUWC 校や大学との連携機会を創出する
- アドミッションチーム、サマースクールチームのサポート

### 求める人材像

- マーケティングやコミュニケーションでの経験
- Office 関連ソフトウェアやプレゼンテーションソフトウェアの使用スキル
- 多様性のある組織での経験、興味、国際的な視点を持っていること
- クリエイティブなライティングスキル及びメッセージを伝える能力があること
- コミュニケーションスキル
- 自ら考えてIndependentに動ける方
- ソーシャルメディア戦略とソーシャルメディアキャンペーンの経験
- コミュニケーション、広報、ジャーナリズム、マーケティングにおける学士号

### 応募方法

志望理由書(A4一枚以内)、職務経歴書、履歴書(日英)を添付の上、[recruit@uwcisak.jp](mailto:recruit@uwcisak.jp)までメールにてご送付ください。尚、結果につきましては書類選考通過者の方のみへのご連絡とさせていただきます

### 応募締切

2019年3月15日