

International Society of Ultrasound in Obstetrics and Gynecology

Job Description: Chinese Development Officer

Responsible to:	Director of Communications and Engagement, [and under the day to day general supervision of Professor Qingqing Wu, Ambassador, Vice President and Director of Ultrasound Department of Beijing Obstetrics & Gynecology Hospital, Capital Medical University
Staff Responsibilities:	None
Staff Liaisons:	Professor Liona Poon, ISUOG Trustee Liaison for the China Task Force, ISUOG Membership Manager, educational and events teams at ISUOG
Status:	Permanent role, 37.5 hours per week, with one year probation, based on achievement of KPIs
Salary:	¥15,000 to ¥18,000 per month, depending on experience
Location:	Beijing (please note no relocation package is available)

Job Context

The International Society of Ultrasound in Obstetrics and Gynecology (ISUOG) is a highly respected professional membership organisation across 140 countries, comprised primarily of clinicians who are ultrasound experts in the field of obstetrics and gynecology. The Society includes obstetricians and gynecologists, trainees, medical doctors, scientists, sonographers, midwives and other health professionals who work to advance women's health and wellbeing globally. Our mission is to improve women's health through the provision, advancement and dissemination of the highest quality education, standards and research information around ultrasound in obstetrics and gynecology. This is achieved through education and training, programmatic initiatives and advocacy.

Job Purpose

The role of Chinese Development Officer will work with ISUOG and Beijing Obstetrics and Gynecology Hospital to ensure the highest quality education by the promotion, delivery and implementation of ISUOG Education, congress and events and clinical resources and to increase engagement and retention of practitioners in the field within ISUOG's international membership and resources.

1. To act as a first point of contact for ISUOG in China.
2. To assist ISUOG to meet its goals in China.
3. To manage and grow membership and partnership relations in China to meet agreed KPIs.
4. To increase participation of Chinese-speaking community in our educational activities and congress.
5. To increase access and availability of ISUOG resources in China and in Chinese
6. To support development of relevant new ISUOG programmes and increase engagement within the Chinese-speaking community.
7. To identify and resolve barriers to progress.

Main duties and responsibilities:

1. Local liaison:
 - To act as a first point of contact for members and any other ISUOG stakeholder in China and/or in Chinese
 - To explore partnerships locally and represent ISUOG secretariat in China to expand ISUOG trainee program.
 - To liaise with Trustee Liaison for the China Task Force and ISUOG Ambassadors to China to develop partnership activities.
 - To assist in the implementation of other key initiatives in region.
 - To liaise with Chinese translators to produce education material in Chinese.
 - To support secretariat to process Chinese-language member and delegate inquiries (e.g. member communication, visa letters, etc.)
2. Educational courses and events:
 - To facilitate delivery and promotion of ISUOG's courses and resources for approved courses, Basic Training, and other educational opportunities and resources.
 - To facilitate abstract submission and registration at the ISUOG Annual World Congress.
 - To increase attendance of Chinese delegates at the ISUOG Annual World Congress and any regional events to meet agreed KPIs.
 - To ensure feedback is collected from attendees for all courses, including approved courses and basic training courses. and sent to ISUOG team within a week of course completion.
3. Communications and membership engagement:
 - To develop an annual Marketing activity plan with the Director of Communications and Engagement and review quarterly.
 - To promote the Society, its membership and activities through local channels in China including local events and social media and meet agreed KPIs.
 - To work with the Director of Communications and Engagement to develop Chinese language content on ISUOG's website and to promote ISUOG events locally.
 - To ensure all ISUOG's documents are available in Mandarin and up to date including guidelines, Journal club, patient information leaflets, welcome letters to members.
 - To increase the number of ISUOG members in China to meet agreed KPIs.
 - To work with the Membership Manager to develop a stewardship programme for Chinese members and the Chinese task force.
 - Manage day to day implementation of member stewardship programme, to increase retention and engagement in line with KPIs.
4. Responsibility for producing a monthly status report detailing activities completed in past month, quarterly written reports on progress against KPIs and an annual report for ISUOG trustees.
5. General – quality assurance:
 - To maintain quality of own workload on a day-to-day basis.
 - To constantly improving quality of service for ISUOG members and stakeholders in China
 - To work to resolve problems promptly.
6. General – other:
 - Compliance with ISUOG policies
 - Development of positive relationships with stakeholders
 - Performance of other duties as necessary, which are reasonable, to meet the needs of the organisation
 - Commitment to the organisation's aims and values

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder is expected to perform. The job description will be reviewed regularly and may be changed in light of experience and in consultation with the post-holder.

Person specification:

Attributes	Essential	Desirable
Qualification	<ul style="list-style-type: none"> • First degree in International Relations, marketing or other relevant discipline 	<ul style="list-style-type: none"> • Qualification in marketing and communications
Experience	<ul style="list-style-type: none"> • At least 1 year professional experience in Mainland China • Creating, developing and coordinating marketing / promotional campaigns particularly in digital media • Working for a membership organisation / a health or marketing background • Organising own workload 	<ul style="list-style-type: none"> • Experience working for an international organisation
Knowledge and skills	<ul style="list-style-type: none"> • Accuracy and attention to detail • Ability to manage a varied and unpredictable workload • Fluency in written and spoken English and Mandarin • Exceptional communication skills (written and verbal) • Knowledge of the development, application and implementation of digital communications • Ability to analyse and report on activities • Knowledgeable and proficient on key social media platforms in China (e.g.: WeChat) 	<ul style="list-style-type: none"> • Experience in women's health or working for medical organisation • Experience in preparing Science / health communications • Fluency of another Chinese language (e.g.: Cantonese)
Personal qualities	<ul style="list-style-type: none"> • Personable and approachable • Dynamic and well organised • Flexible and team-orientated • Good initiative • Cultural awareness and sensitivity • Proactive and autonomous • Customer-orientated • Excellent eye for detail 	
Motivation and expectations	<ul style="list-style-type: none"> • Willing to take responsibility and a self-starter • Resourceful and problem solver • Desire to contribute to organisation's mission • Committed to ISUOG's values 	<p>An interested in and commitment to women's health</p>

How to Apply

Please submit a short statement (maximum one side of A4 paper), outlining why you are suitable for the role with your CV for the attention of Cate Kirkbride to jobs@isuog.org