

## BCPN PR Team - Concept Note

### **1. Background**

BRIDGE CLUB Professionals Network (BCPN) is a sub-organization of BRIDGE CLUB International Organisation (BCIO) where all the alumni members of the Asian Pacific Children's Convention (APCC) come under and BCPN is dedicated as a platform to connect its professional and student members via opportunities to exchange ideas, expertise, and experience for the professional and personal growth of the members.

Since the establishment of BCPN in 2015, it has given an emphasis on the intergenerational growth of BCPN. In order to maximise the chances and to utilise the platform via more meaningful engagements; this is the first call to recruit a separate team in BCPN for PR. It is believed to be a sustainable continuity from the BCPN internship in 2023 and foreseen as a fruitful opportunity for interested candidates.

### **2. General scope**

This call for recruitment is aimed at young enthusiasts of APCC (ranging from JAs in school till university) looking for an opportunity to learn and flourish skills and expertise by contributing to a diverse network of professionals. The scope of the work is set under the direct supervision of the current Management of BCPN.

Most of the workload lies around content creation and designing for the social media and for the Public Relations (PR) of BCPN with a maximum negotiable limited scope of work. . There will be guidance and assistance provided by the assigned Executive Member(s) of the Management of BCPN.

The goal of establishing the task force is to sustain the social media and other public relations of the organisation with the following objectives expected to be achieved:

- To raise awareness among BRIDGE Club (BC) members about BCPN and its programs
- To expand the network and encourage participation in the BCPN, by onboarding and engaging more members in its activities
- To strengthen the public relations of BCPN
- To promote inter-generational growth of the BCPN by training its potential future leaders

### **3. Positions and their roles and responsibilities**

The team will consist of:

*2x project leads* (designated)

*1x content creator* (open for recruitment)

*1x content designer* (open for recruitment)

The following responsibilities are being entailed in the aforementioned roles, led by the two designated project leads.

- Create and design the content/website as per the instruction of the team members heading the task force and from the management of the BCPN.
- Collaborate with BCPN Management in any task that may arise with the responsibilities and cooperate with them to fulfil it
- Maintain the Code of Conduct of BCPN (to be shared upon selection) and other work ethics and etiquettes set by the BCPN within the scope of work of the task force
- Consult and coordinate with the overseeing Executive Member(s) of BCPN as and when required

### **4. Duration**

The team is recruited for the last year of the second term of the BCPN Term 2022-2024. Therefore, it lasts up to one year and declines with the end of the Term by September 2024.

### **5. Expected deliverables**

The recruited members of the team are expected to deliver the content not exceeding the agreed maximum limit per week.

The current proposed upper limit is not exceeding 2 contents per week; however, the limit is negotiable and may be reviewed following the recruitment process of the taskforce.

The timeline for the website will be communicated after the formulation from the Management Team of BCPN.

### **6. Institutional arrangement**

The selected members will be working at their destination remotely. All tasks will be performed via online medium and proper internet access is required to fulfil the roles and responsibilities. The task force is accountable to the BCPN Management Team for each of the deliverables of their work.

Meetings may be held virtually with the BCPN Management Team as and when needed.

This is an unpaid volunteer-based opportunity. A certificate of appreciation will be granted by BCPN at the end of the Term 2 in 2024.

## **7. Required skills and experience**

The applicants are expected to have the following requirements as skills and experience:

- Good English language skills with proper professional usage
- Computer literacy
- A special interest in digital content creation and public relations
- Willingness to learn and advance
- Adaptability
- Working proficiency in Canva, PremiumPro, Illustrator, WordPress, etc... or similar softwares/platforms

## **8. Application and recruitment**

The target applicants of this recruitment call are the Junior Ambassadors and/or Peace Ambassadors who are students from secondary school to university/college. Please note professional members and members with their age exceeding 25 years are not eligible to apply.

The application process is via a Google Form with key featured questions required for the recruitment being incorporated into the questionnaire. An acknowledgment of the application will be sent by the BCPN Management Team upon receiving the Application Form response. The Application Form can be accessed via the following link:

<https://forms.gle/utm8gqsJa6hguMRBA>

The application is open from 11th September 2023 and the deadline for application is 20th September 2023, 23:59 (Japan Standard Time, GMT+9 hours). The applicants may be contacted for the interview during the recruitment process between 25th - 30th September 2023.

All 4 team members selected will sign a Code of Conduct by the BCPN to abide by throughout the duration of work and afterwards.

*Should you have any questions or concerns regarding the BCPN PR Team , please do not hesitate to contact the BCPN Management Team at [bc.professionalnet@gmail.com](mailto:bc.professionalnet@gmail.com).*