



温州肯恩大学  
WENZHOUE KEAN UNIVERSITY

## 岗位说明书——海内外媒体关系拓展与品牌推广岗

所属部门：媒体与设计中心

汇报机制:媒体中心负责人

### 岗位职责：

1. 编制品牌建设所需的媒体宣传计划和方案，拓展和维护海内外媒体关系。
2. 负责品牌公关活动的策划与执行工作，如组织校内外品牌活动等。
3. 定期分析汇总品牌指数和媒体发布情况。
4. 完成交办的其他工作。

### 招聘必备条件：

1. 硕士或本科且有相关中级职称。
2. 丰富的品牌推广、策划及市场活动策划实施经验，有成功案例；有成熟的媒体渠道、合作资源，熟悉教育行业。
3. 2年及以上相关工作经验，优秀的写作、校对与策划能力。
4. 良好的英语听说读写能力。
5. 具备较好的执行力、良好的沟通能力、组织协调能力、团队意识、服务精神、协作能力；

### 优先条件：

1. 有海外留学或工作经历。
2. 有2年以上相关工作经验。
3. 传播学、新闻学、市场营销等相关专业优先。



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## **Job Description - Domestic and Overseas Media Relationship and Brand Promotion Management**

Department: Media and Design Center

Report to: Media Center Senior Coordinator

### **Responsibilities:**

1. Compile media releasing plans and programs required for brand building, expand and maintain media relations at domestic and abroad.
2. Responsible for the planning and implementation of brand activities, such as organizing internal and external brand activities of school.
3. Regular analysis of aggregated brand indices and media releases.
4. Other missions assigned by the department.

### **Required Qualification:**

1. Master's degree or bachelor's degree with relevant intermediate professional title.
2. Rich experience in brand promotion, strategy and market activity planning and implementation, with successful cases. Have mature media channels and cooperation resources, and be familiar with the education industry.
3. 2 years or above work experience, excellent writing, proofreading and planning skills.
4. Fluent in English listening, speaking, reading and writing skills.
5. Have good execution, good communication skills, organizational and coordination skills, team awareness, service spirit, and collaboration skills.

### **Preferred Qualification:**

1. Overseas learning or working experience is preferred.
2. Experience in related work for 2 years or above.
3. Specialties in Communication, Marketing, News etc. are preferred.