

职位说明书/ Job Description

基本信息/General Information			
职位名称/Job Title	Chinese Content Creator 中文内容策划	职位编号/Job Code	****
岗位人员编制/No. of Headcount	1	所在部门/Department	Communication and Community Relations 沟通与社区关系
岗位属性 Position Type	<input type="checkbox"/> 新设立/Newly Founded <input checked="" type="checkbox"/> 现有岗位/ Existing Position	岗位职级 Position Level	****
汇报关系/Reporting Relationship	上级职位/Direct Manager' s Position	Media Relations Manager 媒体传播经理	
职位概述/Position Summary			
(请简短描述此职位的设置目的、工作范围/Please describe the position objective and working scope in brief.)			
<p>Through content creation in Chinese and social media running, tell the story of YCE, build up the brand awareness and convey the correct message to target audience and support public relations, community relations and admissions.</p> <p>Collects communication materials, create contents in Chinese, and assists in content planning and writing styles for YCE and its institutes (BCIS and YCKG).</p>			
岗位职责/Responsibilities			
主要职责/Major Responsibilities			比重/Weight (%)
Content Creation 1. Responsible for composing content for YCE and its institutes (BCIS and YCKG) and implementing marketing strategy via different channels, such as WeChat, Weibo, website, newsletters and print collaterals etc. 2. Operate the official account and publish suitable content based on a deep understanding of the corresponding channel. Continuously improve content quality through data analysis, competitor research, search result optimization, etc. 3. Assist the Media and Content group for content planning and create compelling and engaging marketing messages targeting at various audience segments and ensure the presence of YCE and it institutes is strengthened through contents. 4. Support to develop, maintain, update and promote the Chinese language YCE writing style, including the Style Guide for use in Communications.			50%

5. Be responsible for cross-proofreading written Chinese copy.		
Media Cooperation 1. Work closely with the media planner in developing content for various media platforms. 2. Build and maintaining long term media relationship. 3. Promote school activities and key messages through various media platforms, and ensure that the brand's voice remains the same across all platforms. 4. Assist the Media Relations Manager to identify and develop new media cooperation or editorial opportunities.		20%
Information Collection 1. Act as a "journalist" for YCE, being proactive in gathering news/ pictures/ interviews and information designed to raise awareness of both the YCE brand and its educational program. 2. Collate materials and provide the team with relevant and valuable information. 3. Archive of media reports and related prints. 4. Be responsible for translation on request.		20%
Team Collaboration 1. Be reflective, think critically and creatively, and demonstrate initiative to help the team improve and develop. 1. Collaborate with and support the work of the Communications and Community Relations Department – Admissions & Marketing teams. 2. Contributes to collaborative team projects by offering ideas and assistance. 3. Perform other duties as assigned. 4. Continue to remain positive relationships with the academic and other teams.		10%
任职资格/Qualifications		
教育背景/Education Background	A bachelor's degree in a related field, preferred in Chinese	
工作经验/Working Experience	A minimum of three years of experience in content management, writing/editing or public communications, an understanding of international education industry would be an advantage	
相关证书/Certification	NA	
能力素质/Skills and Competencies	Excellent Chinese writing skills, outstanding command of Chinese, be able to use English as working language;	
	Proficiency in social media account management i.e. WeChat and Weibo;	
	An integrated marketing mindset, passion for storytelling through multiple media;	

	Creative, self-motivated and passionate about international education;
	Ability to work within tight deadlines, adjust to changes in priorities and work collaboratively with team members;
	Good communication and interpersonal skills
	A fast learner with strong research ability and problem-solving skills