

市场部 活动公关主管JD

Marketing - Event and Public Relations Supervisor JD

岗位描述

1. 根据教育公司品牌定位和市场战略策划活动方案，协助市场经理/活动经理拟定并执行各业务线全年活动目标和规划；

Event Planning according to the brand positioning and market strategy of the Yuecheng education, assisted the marketing manager and event manager to customize the annual Event objectives and plans for each business line;

2. 独立负责大型项目活动统筹，包括不限于品牌活动，大型社区活动、教育展会、工作坊、夏令营等活动的策划、创意及落地执行，并对活动效果负责；

Be Independently responsible for the coordination of large-scale events, including but not limited to the planning, creativity and implementation of branding events, community events, education fairs, workshops, camps and other activities, responsible for the result and feedback of events.

3. 协助学校、幼儿园负责策划并执行校内外各类招生活动，包括不限于开放日、节庆活动、家长工作坊、社区宣传、地推等，并对活动效果负责；

Support school and kindergartens to plan and implement all kinds of enrollment activities Internal and external, including but not limited to open days, festival event, parents' workshops, community publicity, local promotion, etc., and be responsible for the result and feedback of the events;

4. 积极主动开拓招生渠道，包括但不限于妈妈群、周边小区、上游资源拓展，以触达目标客户；

Expend enrollment channels independently, include but not limited to Family groups, surrounding communities and reach target customers.

5. 对接、沟通各业务线及外部供应商及异业合作资源，引进相匹配的品牌展开合作，建立深层互动合作，整合内外部资源，将需求转化为可执行方案；

Communicate with different organizations and maintain or extent partnerships and vendors, sponsors, external suppliers, cooperative resources from different industries, introducing matching brands for cooperation, establishing deep interactive cooperation, integrate internal and external resources, and transforming demands into executable solutions;

6. 对市场有灵敏的触觉和洞察，对行业进行市场调研与分析，负责品牌及招生活动效果分析及评估；

Have a keen sense of and insight into the market, conduct market research and analysis of the industry, and be responsible for the effect analysis and evaluation of brand and enrollment events;

7. 支持市场活动经理及市场部其他工作

Support Event manager and other works of Marketing Department

任职要求

1. 统招本科及以上学历，5年以上市场、公关活动相关经验；

Bachelor' s degree or above, at least 5 years marketing and public relations events related experience

2. 熟悉教育行业，了解教育产品和行业动态，有市场、品牌、公关工作经验者优先；

Familiar with the education industry, understand the education products and industry trends, international schools, working experience in marketing, branding public relations is preferred;

3. 英文流利，可以英文作为工作语言；

Fluent in English, able to use English as working language

4. 具备大型活动统筹能力，可独立负责市场活动策划、执行，有成功案例，具备应急问题处理能力；注重细节，具有良好的组织能力，能够管理多个项目；

Ability and of planning large-scale events, work under pressure and independently

responsible for the planning and execution of market events, with successful events examples and capable of dealing with emergency issues. Attention to details with excellent organization skills and be able to manage multiple projects.

5. 善于沟通，具备良好的跨部门协作能力及较高的执行力，思维活跃，领悟能力强；
Good at communication, with good cross-department coordination ability and high execution ability, active thinking and strong comprehension ability;
6. 较强的团队合作精神，责任感强，善于整合资源，有突破精神创新能力。
Strong team work spirit, strong sense of responsibility, good at integrating resources, breakthrough spirit and innovation ability.
7. 有创新精神，上进心强，自主驱动力强，学习能力强，对国际教育领域感兴趣。有非常高的执行力，做事有始有终，完成度 100%
Be creative, self-driven and self-motivation, and with strong learning ability, and are interested in the international education field. Have a very high level of execution ability and make things happen.