

## Job Description: Engagement Senior Manager

### 职位说明：沟通与品牌推广高级经理

#### Position goal 职位目标:

Work with AMC team leader to develop and execute the communication and community strategy. Compile and analyze targets insights, market trends, and competitive landscape to identify development opportunities to further enhance YCE's brand awareness.

Be responsible for the development and implementation of a comprehensive and dynamic communications strategy for the YCE and its institutes, and for translating the opportunities into fully-integrated marketing plans across communication, publicity, digital and offline marketing, Alumni, social media, public and community events. The role serves for all internal and external communications, manages the work of the engagement team.

与 AMC 团队领导合作制定并执行沟通和社区策略。汇编和分析目标洞察、市场趋势和竞争格局，以确定发展机会，进一步提升 YCE 的品牌知名度。

负责为 YCE 及其机构制定和实施全面、动态的传播策略，并将机会转化为跨传播、宣传、数字和线下营销、校友、社交媒体、公众和社区的全面整合的营销计划事件。该角色负责所有内部和外部沟通，管理参与团队的工作。

**Report to:** AMC Team Leader

汇报对象：AMC 团队组长

#### Responsibilities 岗位职责

##### Leadership & Management

1. Lead and coordinate the engagement team to support the development and execution of the communications strategy.
2. Accomplish marketing human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, counseling, and disciplining employees.
3. Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
4. Mentor and develop staff using a supportive and collaborative approach on a consistent basis.
5. Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, and conduct annual performance appraisals.
6. Establish and continue to optimize the relevant policy and SOPs.
7. Budget control, tracking and analysis.

## **领导力与管理**

1. 领导和协调合作团队，支持传播策略的制定和执行。
2. 通过招聘、选拔、定向、培训、分配、调度、咨询和纪律员工来完成市场人力资源目标。
3. 提倡高绩效，以及重视学习和承诺质量的持续改进文化。
4. 始终如一地采用支持性和协作性的方法来指导和培养员工。
5. 建立和监控员工绩效和发展目标，分配职责，设定目标，确定优先事项，并进行年度绩效评估。
6. 建立并持续优化相关政策和SOP。
7. 预算控制、跟踪和分析。

## **Marketing Strategies and Analysis**

1. Identify market trends, growth opportunities and analyze.
2. Lead to develop the integrated marketing and communication strategies and plans which meet the development targets to support admissions and build up the brand awareness.
3. To provide reports as per requests to the senior leadership and the Board to assist the program review and future planning.
4. Provide expertise and reports in internal and external communications in collaboration with management and working groups.
5. Identify challenges and emerging issues and recognize internal and external communications opportunities and solutions.
6. Support the development of YCE relating to marketing and communications.

## **市场策略与分析**

1. 识别市场趋势、成长机会并进行分析。
2. 领导制定整合市场和传播策略以及计划，符合发展目标，并支持招生，建立品牌知名度。
3. 根据要求向高层领导和董事会提供报告，以协助项目审查和未来规划。
4. 与管理层和工作组合作，提供内部和外部沟通方面的专业知识和报告。
5. 识别挑战和新出现的问题，并识别内部和外部沟通机会和解决方案。
6. 支持YCE市场和传播方面的发展。

## **Brand Management and Promotion**

1. Lead the development and optimization of YCE branding strategies, including the setting of style guides, brand guidelines, brand vision and value proposition.
2. Organize and complete the supervision and management of the brand image according to the annual plan to ensure that YCE brand guidelines are adhered to in all internal and external communications.
3. Accurately grasp the brand positioning and design style of YCE brands, and conduct brand planning according to market demand and changes ensure brand premium image is well positioned in media/PR event/digital marketing/CRM activity.

4. To lead to create visual images, messages, events and ideas that best communicate the brand values to target audiences.
5. Ensure all the channels of communication well capturing more brand awareness and maximize brands 'exposure.

### **品牌管理与推广**

1. 主导YCE品牌战略的制定和优化，包括风格指南、品牌指导方针、品牌愿景和价值主张的制定。
2. 根据年度计划组织完成品牌形象的监督管理，确保所有内外部沟通均遵循YCE品牌准则。
3. 准确把握YCE品牌的品牌定位和设计风格，根据市场需求和变化进行品牌策划，确保品牌高端形象在媒体/公关活动/数字营销/CRM活动中处于有利位置。
4. 领导创造视觉图像、信息、活动和想法，以最好的方式向目标受众传达品牌价值。
5. 确保所有渠道沟通良好，获得更多品牌知名度并最大化品牌曝光度。

### **Communications**

1. To lead the development and oversee the execution of media and multi-media plans, including owned media and external communication to convey the accurate brand value and message to audience and supervise to ensure efficient implementation to enhance brand awareness and reputation, public social media supervision
2. To manage the delivery of community and public events, which aim to have a positive impact on participants in terms of relevance, experience and brand exposure.
3. To lead the development and oversee the execution of digital and offline marketing plans, including but not limited to social media operation and online advertising, ensure enough exposures to target audience and generate adequate leads for admission.
4. To manage the delivery of visual and design work maintaining the branding consistence.
5. To oversee and coordinate the BP work with different institutes, providing communication guidance, analyzing trends /metrics and resolving complex issues.
6. Cultivate and enhance meaningful relationships with targeted external audiences, including the media and key influencers.

### **沟通**

1. 领导媒体和多媒体计划的制定和监督执行，包括自有媒体和外部传播，向受众传达准确的品牌价值和信息，并监督确保有效实施，以提高品牌知名度和美誉度、公共社交媒体监督。
2. 管理社区和公共活动的实施，旨在对参与者的相关性、体验和品牌曝光度产生积极影响。
3. 领导制定并监督数字和线下市场计划的执行，包括但不限于社交媒体运营和在线广告，确保对目标受众有足够的曝光并产生足够的潜在客户。
4. 管理视觉和设计工作的交付，保持品牌一致性。
5. 监督和协调 BP 与不同机构的工作，提供沟通指导，分析趋势/指标并解决复杂问题。
6. 培养和加强与目标外部受众（包括媒体和关键影响者）有意义的关系。

### **Community Relations & Alumni Relations**

1. Actively engage internal community (including academic and admin leaders and staff, PTA members, parents, students and alumni))and external community (including embassies and Chambers of Commerce)to build strong and long term relationships.
2. Lead Community Relations initiatives with existing parents to strengthen parent engagement (eg PTA, PAL workshops, develop parent ambassadors etc)
3. Develop with Alumni Relations Officer annual Alumni Relations action plans that advance the mission, vision, and strategic goals in collaboration with BCIS leadership
4. Empower and support Alumni Relations Officer to lead and coordinate opportunities for alumni to give back to BCIS community

### **社区关系和校友关系**

1. 积极与内部社区（包括学术和行政领导、工作人员、PTA 成员、家长、学生和校友）和外部社区（包括大使馆和商会）合作，建立牢固和长期的关系。
2. 领导与现有家长的社区关系活动，以加强家长参与（例如 PTA、PAL 研讨会、培养家长大使等）。
3. 与校友关系专员一起制定年度校友关系行动计划，与 BCIS 领导层合作推进使命、愿景和战略目标。
4. 授权和支持校友关系专员领导和协调校友回馈 BCIS 社区的机会。

### **Team Collaboration**

1. Be reflective, think critically and creatively, and demonstrate initiative to help the team improve and develop.
2. Collaborate with and support the work of the Communications and Community Relations Department – Admissions & Marketing teams.
3. Contributes to collaborative team projects by offering ideas and assistance.
4. Perform other duties as assigned.
5. Continue to remain positive relationships with the academic and other teams.

### **团队协作**

1. 善于反思，批判性和创造性地思考，并表现出主动性，帮助团队改进和发展。
2. 与传播和社区关系部-招生和市场团队合作并支持其工作。
3. 通过提供想法和帮助为协作团队项目做出贡献。
4. 履行指派的其他职责。
5. 继续与学术和其他团队保持积极的关系。

### **Qualifications 任职资格**

1. Both expatriate and Chinese candidates can be considered. A bachelor's or master degree in a related field, preferred in Marketing, Branding or Communications.

For Chinese candidates, need to have overseas background and rich working experience with expat staff in a multinational working environment.

For expatriate candidates, need to have working experience with Chinese staff and have deep understanding of Chinese culture.

2. A minimum of 5-8 years of experience in Marketing, Branding or Communication with at least 3 years of management experience, an understanding of international education industry be an advantage.
  3. Strong competences in writing and speaking in English and excellent translation skills, good Chinese is a plus.
  4. Possess integrated marketing mindset, demonstrated skills, knowledge and experience in marketing, communications, branding and public relations activities.
  5. Strong creative, strategic, analytical, organizational and interpersonal skills, and be able to manage multiple projects at a time.
  6. Experience developing and managing budgets, and hiring, developing, supervising and appraising personnel.
  7. Be creative, self-driven and with strong learning ability, and are interested in the international education field.
  8. Ability to work within tight deadlines, adjust to changes in priorities and work collaboratively with team members.
1. 外籍和中国候选人均可考虑。 拥有相关领域的学士或硕士学位，优先考虑营销、品牌或传播领域。  
对于中国候选人来说，需要具有海外背景以及在跨国工作环境中与外籍员工一起工作的丰富经验。  
对于外籍候选人，需要有与中国员工一起工作的经验，并对中国文化有深入的了解。
2. 至少5-8年市场、品牌或传播经验，至少3年管理经验，对国际教育行业有了解者优先。
  3. 较强的英语写作、口语能力和优秀的翻译能力，中文较好者优先。
  4. 拥有整合营销思维，在市场、传播、品牌和公共关系活动方面表现出的技能、知识和经验。
  5. 较强的创意、战略、分析、组织和人际交往能力，能够同时管理多个项目。
  6. 具有制定和管理预算以及招聘、培养、监督和评估人员的经验。
  7. 具有创造力、自我驱动力和较强的学习能力，对国际教育领域感兴趣。
  8. 能够在紧迫的期限内工作，适应优先事项的变化并与团队成员协作。

*NOTE: The above job description reflects the general requirements necessary to describe principal functions or responsibilities of the job identified and shall not be interpreted as a detailed description of the work requirements that may be inherent in the job, either at present or in the future.*

备注：上述岗位职责反映了该岗位的主要功能或职责的总体要求，并不能被视为对该岗位要求的详细描述。