

职位说明：市场招生主管（乐成幼儿园）

Job Description: Marketing and Admissions Supervisor (YueCheng Kindergartens)

岗位职责 Responsibilities:

- 招生策略制定与执行：**根据幼儿园发展目标，制定年度、季度招生计划，包括市场调研、目标客户分析、推广活动设计等。策划并组织各类招生宣传活动，如开放日、亲子活动、线上讲座等，有效达成招生目标。
- 数据分析与评估：**定期收集并分析招生数据，包括报名量、转化率、家长反馈等，为招生策略调整提供依据；评估招生活动效果，不断优化招生流程与策略，提高招生效率与质量。
- 制定和实施市场策略：**推动组织内部和外部市场工作，开发优质内容，提升内容创作标准，突出各幼儿园的特色，做好差异化宣传，提升幼儿园知名度和行业影响力。探索和创新线上线下平台和渠道（包括社交及媒体平台），提升咨询转化率。。
- 发展和维护媒体关系及商业伙伴关系：**与各幼儿园领导团队及其他关键部门密切合作，确保营销策略有效实施。与品牌和传播部门紧密合作，确保营销策略与公司整体战略一致。
- 团队管理与培训：**领导招生市场团队，确保团队目标一致，高效协作；定期组织团队培训，提升团队成员的专业知识、沟通技巧及服务意识。
- 参与并协助年度大型活动的筹备、宣传物料制作及现场执行。
- 完成领导团队安排的其他任务。

1. Admissions Strategy Development and Execution

Develop annual and quarterly admissions plans based on the kindergarten's growth objectives, including market research, target customer analysis, and promotional activity design. Plan and organize various admissions promotional events such as open days, parent-child activities, and online seminars to effectively achieve enrollment targets.

2. Data Analysis and Evaluation

Regularly collect and analyze admissions data, including application volume, conversion rates, and parental feedback, to inform adjustments to admissions strategies.

Assess the effectiveness of recruitment activities, continuously optimizing the admissions process and strategies to enhance efficiency and quality.

3. Marketing Strategy Development and Implementation

Drive both internal and external marketing initiatives, develop high-quality content, and elevate content creation standards to highlight each kindergarten's unique strengths. Implement differentiated marketing strategies to enhance brand awareness and industry influence. Explore and innovate online and offline platforms and channels (including social media and media platforms) to improve inquiry conversion rates.

4. Media and Business Partnership Development

Collaborate closely with kindergarten leadership teams and key departments to ensure effective execution of marketing strategies. Work in coordination with branding and communications teams to align marketing strategies with the overall company strategy.

5. Team Management and Training

Lead the admissions and marketing team to ensure alignment on goals and efficient collaboration. Organize regular training sessions to enhance team members' professional knowledge, communication skills, and service awareness.

6. Support for Major Annual Events

Participate in and assist with the planning, production of promotional materials, and on-site execution of major annual events.

7. Other Responsibilities

Complete other tasks as assigned by the leadership team.

任职资格 Qualifications:

1. 本科及以上学历，市场营销、广告、新闻、传播或相关专业。
2. 五年以上国际教育领域市场营销、传播和招生经验，有高端国际幼儿园经验者优先考虑。
3. 了解国内和北京地区国际幼儿园的宏观和微观市场环境。
4. 扎实的国际教育领域市场营销与招生经验，熟悉最新的沟通平台和渠道，包括中国和海外的数字和社交媒体。
5. 高度积极进取，能够迅速调整优先级并改变方向。优秀的沟通和人际交往技能，包括出色的中英文书面和口头沟通能力。
6. 强大的业务开发技能，能够设定高目标并实现最终结果。善于分析和处理招生跟踪、招生预测和管理报告的数据和数据。
7. 具有强大的领导力，富有创意的营销理念，并了解当地市场趋势。充满活力、组织性强、灵活、善于团队合作。

1. Bachelor's degree or higher in Marketing, Advertising, Journalism, Communications, or a related field.

2. At least five years of experience in marketing, communications, and admissions within the international education sector. Experience in high-end international kindergartens is preferred.

3. Strong understanding of both the macro and micro market environment of international kindergartens in China, particularly in Beijing.

4. Solid experience in marketing and admissions within the international education field, with familiarity with the latest communication platforms and channels, including digital and social media in both China and overseas.

5. Highly proactive and results-driven, with the ability to quickly adjust priorities and adapt to changes. Excellent communication and interpersonal skills, with outstanding written and verbal proficiency in both Chinese and English.
6. Strong business development skills, capable of setting ambitious goals and achieving tangible results. Skilled in analyzing and managing admissions tracking, enrollment forecasting, and reporting data.
7. Demonstrated leadership abilities, a creative marketing mindset, and a deep understanding of local market trends. Energetic, well-organized, adaptable, and a strong team player.

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。