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**Job Description – Associate Director of Media & Design Center**

Department: Media & Design Center Report to: Vice Chancellor

 **Position Summary**

* Responsible for organizing and planning the school publicity work, establishing and promoting the school brand;
* make media strategy to establish good media and public relations;
* management of WKU’s important public and internal news releases;
* Responsible for the planning and executing the large-scale activities in WKU;
* Responsible for university visual system and other important activities design; (6)Complete other work assigned by superiors.

**Preferred Qualification**

* Master’s Degree or above, major in English, journalism, communication, media or public relations, etc. Good writing ability.
* More than five years of mainstream media culture planning experience, familiar with the various channels of publicity about universities, master a variety of planning tools.
* With strong planning ability, organization promotion and implementation capacity.
* Work under pressure, and has good execution and professional ethics.
* Experience in press conferences and representing university speech written.
* Good English foundation, similar working experience.

**岗位书 - 媒体与设计中心副主任**

部门：媒体与设计中心 汇报：副校长

**岗位职责：**

1. 负责学校新闻宣传工作的组织策划，树立和推广学校品牌；
2. 制订与实施媒体宣传策略，维护和拓展媒体关系；
3. 统筹管理校级对内对外新闻发布和平台维护；
4. 负责学校大型活动的策划和统筹执行；
5. 负责校级活动的和学校视觉形象设计；
6. 完成领导交办的其他工作。

**优先条件**

1. 硕士及以上学位，英语、新闻、传播学、媒体公共关系等相关专业，文字功底扎实；
2. 五年以上主流媒体文化宣传策划经验，熟悉高校宣传各种渠道，掌握多种策划手段；
3. 具有较强的文案策划能力、组织推广和实施能力；
4. 具备承压能力，以及良好的执行力和职业道德素养;
5. 有能力举办新闻发布会以及起草代表大学的演讲稿。
6. 英语流利，具有同类工作经验。