



温州肯恩大学

WENZHOU-KEAN UNIVERSITY

岗位说明书——宣传专员

所属部门：媒体与设计中心

汇报机制：媒体中心负责人

岗位职责：

1. 宣传与贯彻国家教育政策和方针，组织理论学习；
2. 按照学校的总体要求，策划和组织主题活动，推进学校品牌建设；
3. 做好校内外宣传报道工作，积极利用各类媒体平台，充分反映学校办学成果；
4. 坚持正确的舆论导向，做好舆情监测，及时反映情况和提出建议；
5. 宣传刊物的编辑与管理工作；
6. 维护媒体关系；
7. 完成交办的其他工作。

聘任条件：

必备条件：

1. 新闻、中文、传播学、社会学、政治学等相关专业硕士或以上学位；
2. 一年及以上工作经历，优秀的文案写作、校对与策划能力；
3. 良好的团队合作能力与责任心。

优先条件：

1. 有海外留学或工作经历；
2. 有媒体相关工作经验者。



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Job Description – Promotion Specialist

Department: Media and Design Center Report to: Media Center Senior Coordinator

Responsibilities:

1. Promote and implement national education policies and guidelines, and organize theoretical learning;
2. According to the overall requirements of the university, plan and organize the activities to promote the school brand building;
3. Take charge of the publicity work of news on and off university, use various media platforms actively to fully reflect the university's educational achievements;
4. Adhere to the correct direction of public opinion, monitor public opinion, reflect the situation and make recommendations in time;
5. Edit and manage promotional publications;
6. Maintain the relationship with media;
7. Undertake other assigned tasks.

Qualification:

Required:

1. Master's degree or above, majored in News, Chinese, Communication, Sociology, Political Science or related fields;
2. One year's work experience or above, excellent writing, proofreading and planning skills;
3. Excellent teamwork ability and sense of responsibility.

Preferred:

1. Overseas learning experience;
2. Experience in promotion or related work.