



温州肯恩大学  
WENZHOU-KEAN UNIVERSITY

## 岗位说明书——海外媒体关系管理岗

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. 负责海外相关宣传的策划与组织；
2. 负责海外媒体关系的拓展与维护；
3. 负责海外文化传播工作，和海外网络文化中心学生团队的管理；
4. 负责海外新媒体平台运营工作，包括在英文页面或社交平台如 Facebook、Instagram, Twitter 等上发布新闻与活动，并跟踪发布效果；
5. 完成交办的其他工作。

### 聘任条件：

#### 必备条件：

1. 传播学、品牌推广等相关专业硕士及以上学位；
2. 一年及以上相关工作经验，优秀的双语写作、校对与策划能力；
3. 优秀的中英翻译能力及口语表达能力；
4. 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. 有相关工作经验。



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## **Job Description - Overseas Media Relations Management**

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

### **Responsibilities:**

1. Plan and organize overseas press releasing;
2. Develop and maintain overseas media relations;
3. Responsible for overseas cultural communication work, and management of the student team of the overseas network culture center;
4. Responsible for overseas new media platform operations, including posting news and events on English pages or social platforms such as Facebook, Instagram, Twitter, etc., and tracking the release effect;
5. Undertake other assigned tasks.

### **Qualification:**

#### **Required:**

1. Master's degree or above, majored in Communication, Market Branding or related fields;
2. One year's work experience or above, excellent writing, proofreading and planning skills;
3. Fluency in oral English and excellent translation skills;
4. Good teamwork ability and sense of responsibility.

#### **Preferred:**

1. Overseas learning experience is preferred;
2. Experience in related work.