**岗位说明书——品牌推广师岗位**

所属部门：品牌推广师 汇报机制: 向媒体中心负责人汇报

**岗位职责：**

1. 负责学校品牌的分析、研究和定位，包括编制并执行品牌建设规划，提升学校品牌价值；
2. 进行学校品牌管理体系建设、品牌文化建设、品牌制度建设；
3. 负责品牌形象策划与管理，VI、SI的规划，统筹品牌平面宣传制作，执行监督及支持；
4. 负责品牌公关活动的策划与执行工作，如组织校内外品牌活动等；
5. 负责学校官方出品的宣传册、画册等宣传品的规划、审核和管理；
6. 编制品牌建设所需的媒体宣传计划和方案，拓展和维护媒体关系；
7. 完成上级领导交办的其他工作。

**必备条件：**

1. 硕士以上学历，市场营销、品牌管理等相关专业毕业，5年以上相关工作经验；
2. 丰富的品牌推广、策化及市场活动策划实施经验，有成功案例；
3. 有成熟的媒体渠道、合作资源，熟悉教育行业；
4. 具备较好的执行力、良好的沟通能力、组织协调能力、团队意识、服务精神、协作能力；
5. 具有优秀的英语听说读写能力；

**优先条件：**

1. 具有海外教育背景优先；

**Job Description - Brand Specialist**

Department: Media and Design Center Report to: Report to the director of Media Center

**Responsibilities:**

1.Be responsible for brand building and promotion, including preparing and implementing brand building plans to enhance brand value.

2. Carry out the construction of brand management system, brand culture and brand system.

3. Be responsible for brand image planning and management, VI and SI planning, overall planning of brand publicity and production, implementation supervision and support.

4. Be responsible for the planning and implementation of public relations activities, such as organizing activities on and off the campus.

5. Be responsible for the planning, review and management of brochures, albums and other printed materials officially produced by media center.

6. Prepare media publicity plans，expand and maintain media relations.

7. Complete other work assigned by the leader in charge.

**Required Qualification:**

1. Master degree or above, more than 5 years of market and brand related working experience.

2. Rich experience in brand promotion, strategy and market activity planning and implementation, with successful cases.

3. Have mature media channels and cooperation resources, and be familiar with the education industry.

4. Have good executive ability, good communication ability, organization and coordination ability, team consciousness, service spirit and cooperation ability.

5. Excellent English listening, speaking, reading and writing skills.

**Preferred Qualification:**

1. Oversea education background is preferred.