**岗位说明书——媒体与设计中心助理主任**

所属部门：媒体与设计中心 汇报机制: 分管领导

**岗位职责：**

1. 负责媒体中心整体事务，组织、督促和落实各项工作；

2.   协调统筹学校意识形态工作，组织、督促意识形态工作的落实；

3.  负责制定并落实校内外新闻宣传工作方案，包括宣传报道策划、对外新闻发布、媒体公共关系应对和学校形象传播；

4.  负责学校海内外宣传平台的建设和管理，如网站、微信、微博、YouTube、Facebook等官方社交媒体平台；

5.  负责学校舆情管理和应对方案，营造良好舆论环境；

6. 负责学校媒体团队的组建和管理，带领团队完成考核目标；

7. 统筹管理部门整体工作的预算制定、执行等工作；

8. 完成领导交办的其他工作。

**必备条件：**

1、硕士及以上；

2、5年高校媒体工作经验或7年相关工作经验；

3、具备良好的执行力、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

4、英语听说读写流利

**优先条件：**

1. 有高校或教育行业宣传工作经验优先；

**Job Description - Assistant Director in Media and Design Center**

Department: Media and Design Center Report to: Division Leadership

**Responsibilities:**

1. Responsible for the overall affairs of the media center, organizing, supervising and implementing various tasks;
2. Coordinate and coordinate the school's ideological work, organize and supervise the implementation of ideological work;
3. Responsible for formulating and implementing news and publicity work plans both inside and outside the University, including planning for publicity reports, external press releases, media public relations response and University image dissemination;
4. Responsible for the construction and management of the University's publicity platforms at domestic and overseas, including official social media platforms such as website, WeChat, Weibo, YouTube, Facebook, etc.;
5. Responsible for school public opinion management and response plans, and create a good public opinion environment;
6. Responsible for the formation and management of the school media team, and lead the team to complete the assessment objectives;
7. Coordinate the budget formulation and implementation of the overall work of the management department;
8. Complete other tasks assigned by leaderships.

**Required Qualification:**

1. Master’s degree or above;
2. At least 5 years communication and media experiences working in a university setting; or at least 7 years of related industry working experiences;
3. Possess good execution, good communication skills, organizational and coordination skills, team awareness, service spirit, and collaboration skills;
4. Fluency in English listening, speaking, reading and writing.

**Preferred Qualification:**

1. Experience in publicity work in universities or education industry is preferred.