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**Job Description – Branding and Marketing Position**

Department: Media and Design Center Report to: Media Center Associate Director

**Position Summary：**

* Assist in branding for Wenzhou Kean university nationally or oversea.
* Responsible for planning and executing big events of WKU.
* Maintain the relations with the media and the public.
* Provide guidance for Student Corps at WKU Student Media Center.

**Qualification**

* A master degree in communication, advertising, marketing or a related field.
* Knowledge of communication, advertising, marketing, and branding.
* Fluency in oral and written English.

**Preferred Qualification**

* Three years' and above experiences as a working professional
* Overseas learning experience is preferred.

**岗位书-品牌推广活动策划岗**

部门：媒体与设计中心 汇报：媒体中心负责人

**岗位职责：**

* 负责温州肯恩大学国内及国外的形象宣传和品牌推广工作
* 负责学校大型活动的策划及相关执行工作。
* 日常媒体关系和对外公共关系的维护
* 为媒体中心学生团队提供专业指导和相关学生团队管理工作。

**聘任条件：**

必备条件

* 硕士及以上学位，传媒、广告、市场营销等相关专业；
* 具备良好的传媒、广告及市场营销等相关专业知识和技能；
* 优秀的英语书面写作能力及口语表达能力。

优先条件

* 三年及以上相关工作经验
* 有海外留学、相关工作背景