**岗位说明书—招生市场拓展主管**

所属部门：招生办 汇报机制: 学生事务副校长

**岗位职责：**

1. 负责招生渠道的拓宽与学校的对外宣传业务合作；
2. 负责开发、维护和管理合作渠道，拓展生源；
3. 负责规划和监督维护招生咨询渠道；
4. 负责策划、监督执行校内外文化宣传活动；
5. 负责策划、监督执行常规化高中校园宣讲；
6. 负责策划、组织国内、国际教育展览；
7. 负责策划和组织学校的6月全国招生宣传；
8. 负责学生大使团队的管理培训；
9. 完成学校及部门安排的其他工作。

**聘任条件：**

**必备条件：**

1. 传媒类、市场营销、广告学研究生及以上学历；
2. 3年以上营销推广领域工作经验；
3. 具备较强的中英文双语能力、组织协调能力、交流沟通能力、行政管理能力和调查研究能力；
4. 能够适应频繁出差的工作环境。

**优先条件：**

1. 熟悉高等教育政策法规，担任过三年以上海内外高校招生事务负责人职务，具有丰富的高校招生管理经验，对中外高等教育有深刻的认识和思考；
2. 有市场开拓经验者及教育、媒体人脉及渠道资源；
3. 有高校或相关教育机构工作经验；
4. 有海外工作或学习经验；
5. 具备良好的市场判断能力、开拓能力，有较强的组织管理、经营意识及能力；
6. 具备良好的人际交往、团队协作、方案演讲、商务谈判能力。

**Job Description - Coordinator of Admissions Marketing**

Department: Admissions Office

Report to: Vice Chancellor of Student Affairs,

**Responsibilities:**

1. Be responsible for developing recruitment channel and resources.
2. Be responsible for media publication.
3. Be responsible for promotional material editing.
4. Be responsible for advertisement management.
5. Be responsible for high school event promoting.
6. Be responsible for student ambassador media team advising.
7. Be responsible for other works assigned by department and university leadership.

**Qualification:**

**Required:**

1. Master degree or above in communication, advertisement or marketing;
2. At least 3 Years' marketing experience;
3. Excellent fluency in both oral and written communication in English and Chinese, skills in coordination, administration and research;
4. Able to adapt a busy working environment with frequent business trip.

**Preferred:**

1. Familiar with higher education policy, better with three years or up experience in higher education student recruitment.
2. Have relevant working experience in university or educational setting enjoys priority.
3. With working experience in enterprise or overseas experience enjoys priority.
4. Good competence in marketing searching, outreaching, negotiation and presentation.