**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: 向分管领导汇报

**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、硕士研究生及以上学历，或本科且具有中级以上职称；

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 of media and Design Center**

Department: Media and Design Center Report to: Report to the leader in charge

**Responsibilities:**

1. Be responsible for the overall affairs of the media center, organize, supervise and implement various work;

2. Coordinate the ideological work of the university, organize and supervise the implementation of ideological work

3. Set up and implement the internal and external news publicity work plan, including publicity and report planning, news release, public relations and branding;

4. Be responsible for the construction and management of the official publicity platforms such as website, WeChat, microblog, YouTube, Facebook and other official social media platforms;

5. Be responsible for public opinion management and response plan of WKU, and create a good public opinion environment;

6. Establish and manage the team of media and design center 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 work assigned by the leader in charge.

**Required Qualification:**

1. Master degree or above, or bachelor degree with intermediate title or above;

2. 5 years working experience in higher education media  or 7 years working experience in media industry.

3. Have good execution, good communication skills, organization and coordination skills, team awareness, service spirit and cooperation ability

4. Fluent in English listening, speaking, reading and writing

**Preferred Qualification:**

1. Publicity experience in Colleges and universities or education industry is preferred;