**岗位说明书——招生宣传岗**

所属部门：招生办 汇报机制: 助理主任

**岗位职责：**

1. 负责统筹管理教育展、招生咨询会；
2. 负责媒体合作沟通、执行、关系维护；
3. 负责招生宣传渠道的建立和市场的推广；
4. 负责招生宣讲活动统筹管理（人员招募、培训等事宜）；
5. 负责高中对接活动统筹管理（学生返校活动、生源基地合作等）；
6. 负责学生宣讲团队管理；
7. 完成学校及部门安排的其他工作。

**必备条件：**

1. 广告、市场营销等相关专业硕士及以上学位；

2.具有较强的计算机应用及分析能力；

3.有较强的组织、宣传和协调能力；

4.具有良好的英语口头、书面表达能力；

5.能胜任加班等高强度的工作环境。

**优先条件：**

1. 具有海内外高校招生经验者优先。

**Job Description - Admissions Promotion**

Department: Admissions Office Report to: Assistant Director

**Responsibilities:**

1. Be responsible for organizing expos and recruitment events.
2. Be responsible for media cooperation, execution, and relationship maintenance;
3. Be responsible for channel and market management.
4. Be responsible for the overall planning and management of enrollment activities (speaker recruitment, training, etc.)
5. Be responsible for the overall management of high school activities (high school cooperation, etc.);
6. Be responsible for student presentation team management.
7. Be responsible for other works assigned by department and university leadership.

**Required Qualification:**

1. Master degree or above in advertising, marketing or a related field.
2. Strong office and data analysis ability.
3. Strong organizational, marketing and coordination capacity.
4. Good oral and writing English skill.
5. Be able to work overtime and other high-intensity working environment.

**Preferred Qualification:**

1. With working experiences in admissions office in higher education institutes in China or abroad is preferred.