



Job Description
Marketing Communications Specialist (English)

School Section: Marketing and Communications Department
Reports to: Director of Marketing and Communications
Qualifications: Bachelor degree or above
Period of Appointment: Full-time

Major Duties and Responsibilities 主要职责 :

Assist the Director to establish and implement media strategies consistent with the School's unique identity and strategically plan the key messages to be conveyed.

Generate ideas and write for news/stories/features to be used either for press release, school website and school communications by following leads effectively from faculty, students, parents and Keystone community members.

Assist the Director to plan and draft content for the Keystone community magazine, school official website, weekly newsletter and other school publications to support admissions, human resources and the promotion of our programs.

Initiate, develop, and produce, as appropriate or necessary, new publications and products to build the school profile and to communicate with teachers, students and families.

Provide editorial support for all marketing and promotional materials, including posters, flyers, brochures, handbooks and other school materials.

Provide editorial support for general communications between school and parents community.

Develop strong relationships with all members of Keystone community, particularly the academic staff.

Manager ad-hoc editorial projects as required.



KEYSTONE ACADEMY

Qualifications/Experience required for the job 入职要求:

- Bachelor degree or above.
- Native English Speaker and Bilingual will be a plus
- Outstanding Written and Communication Skills
- Strong passion for education
- Preferably Journalism or English Literature Major
- Preferably Prior Work Experience in Media and Publishing Industry.
- Preferably work experience in educational institutions