



Keystone Academy Job Description

Position: Senior Marketing Specialist
School Section: Marketing and Communications
Reporting to: Director of Marketing and Communications
Qualifications: Bachelor's degree or above
Period of Appointment: Full-time

Job Title:

Since Keystone's founding, its Office of Marketing and Communications has upheld the core principles of "professionalism, depth, and foresight". Rooted in vibrant educational practice, we keenly capture moving stories and innovative practices in daily teaching, while also looking to broader industry trends and educational ideals to promote educational dialogue and shape meaningful reflection.

Guided by this philosophy, we continuously produce deep, human-centered column content, run influential brand activities, and, through multimedia platforms, build a layered, broad-reaching communications system. Our goal is to construct a warm, impactful brand narrative, achieve effective communication, and foster widespread resonance to continuously elevate Keystone's brand equity and industry influence.

Job Responsibilities:

- 1.Planning and executing events: Lead end-to-end planning and execution for marketing and brand events (e.g., Keystone Education Salons, annual community fair, art exhibitions, Keystone Thought Lab, and educational forums). Key duties include proposal development, budgeting, vendor management, on-site logistics, and promotional strategies.
- 2.Engaging with the community: Enhance stronger connections among school families and boost brand awareness and reputation across target and current parent communities through integrated online and offline campaigns.
3. Analyzing and organizing industry conferences and forums: Monitor and analyze domestic and international trends in the education sector. Help plan and execute industry conferences, forums, and panel discussions, i.e., taking ownership of theme conceptualization, designing



agendas, liaising with speakers and guests, managing events, and conducting post-event follow-ups.

4. Developing partnerships and channels: Build and maintain relationships with universities, educational organizations, media outlets, publishers, and non-profits to advance collaborative projects.

5. Creating content and ensuring brand consistency: Maintain tone and brand positioning across all event messaging. Draft promotional copy and event recaps, while managing external photography, videography, and design vendors to ensure all assets align with visual identity guidelines.

6. Operating digital marketing and social media: Partner with the Keystone Communications team to create content for official social media platforms (e.g., Keystone official accounts on WeChat and WeChat Channels, Xiaohongshu, etc.). Establish and maintain an editorial calendar to align social content with school events and educational topics.

7. Analyzing and reporting data: Track campaign metrics, assess ROI, and provide data-backed insights to inform marketing strategies. Regularly compile reports to guide future event improvements and strategic decisions.

Job Requirements

- **Education:** Bachelor's degree or above (open to all majors).
- **Work Experience:** 3-5 years of experience in event execution, brand marketing, or channel management. Experience in international schools, higher education, or international conference planning is highly desirable.
- **Language Skills:** Full professional fluency in both written and spoken English and Chinese. Experience studying abroad is a plus.
- **Core Competencies:**
 1. Proven project management and multitasking skills, with a track record of running concurrent events on schedule and to high standards.
 2. Meticulous attention to detail, strong problem-solving skills, and the ability to adapt calmly during live events.
 3. Excellent interpersonal skills with the ability to build strong partnerships internally and externally.
 4. Growth mindset with a quick learning curve for emerging tools and industry shifts.
 5. Strong familiarity with social media trends, platform algorithms, and modern digital marketing tools.
- **Preferred Qualifications:**
 - Hands-on experience in social media management.
 - Basic graphic design or video editing skills.



北京市鼎石学校 岗位描述及任职要求

岗位名称：高级市场专员
所属部门：市场及传播部
直属上级：市场及传播部总监
学历要求：本科及以上学历
聘用性质：全职

自创校以来，鼎石市场及传播部始终秉持「专业、深入、前瞻」的核心定位，扎根于鲜活的教育现场，敏锐捕捉日常教学中的动人故事与创新实践；同时放眼于更广阔的行业趋势与教育理想，致力于推动教育对话，引领价值思考。

在这一理念下，我们持续打造有深度、有温度的内容，开展具有影响力的品牌活动，并借助多媒体平台构建层次丰富、触达广泛的传播体系，以构建有温度、有影响力的品牌叙事，实现有效传播与广泛共鸣，以持续提升鼎石品牌的美誉度与行业影响力。

岗位职责：

- 1.活动策划与执行：负责学校市场及品牌活动，如教育沙龙、年度游园会、艺术在现场、思想实验室、教育思想对话等活动的全流程策划与执行，包括方案制定、预算规划、供应商对接、现场统筹及传播联动策略。
- 2.长期社区运营：通过线上线下活动策划及品牌宣传，提升在校家庭的凝聚力，在目标家长及现有家长群体中的知名度与美誉度。
- 3.教育行业会议及论坛策划：关注并对国内外教育行业趋势及热点议题有思考，参与策划并执行面向教育行业的会议、论坛、对话等活动，负责活动主题及内容策划、议程设计、嘉宾邀约、现场执行及后续传播。
- 4.品牌推广与渠道拓展：开拓并维护与高等院校、教育机构、媒体、出版社、公益组织等渠道的合作关系，推动合作项目落地；
- 5.内容创作与传播：精准把控活动定位与宣传方向，撰写活动宣传文案及活动回顾；协调外部摄影摄像及设计团队，确保所有宣传物料符合学校品牌视觉规范。
- 6.数字化营销与社交媒体运营：联合传播同事，负责学校官方社交媒体平台（微信公众号、小红书、视频号等）的内容策划、建立社交媒体内容日历，确保内容与学校活动与教育话题节奏同步。
- 7.市场数据分析与报告：跟踪活动数据，评估活动ROI，为市场策略调整提供数据支持；定期产出市场分析报告，为后期活动优化及提升提供决策依据。

任职要求：

1. 学历背景：本科及以上学历，专业不限。
2. 工作经验：3-5年活动执行、品牌推广或渠道运营相关经验，有教育机构、国际会议、新媒体营销等工作经验者优先。
3. 语言能力：具备流利的中英文口语和书面表达能力，能够适应双语工作环境，有海外留学背景者为加分项。



4. 核心能力：

- 具备优秀的项目管理与多任务协调能力，能够同步推进多个活动项目并按时高质量交付。
- 对活动现场细节有高度的把控能力，具备足够的耐心与细致度，能够灵活应变，确保每一环节精准落地。
- 出色的沟通能力，善于与合作方及内部团队建立良好协作关系。
- 乐于接触新事物，持续学习的意愿强，能够快速适应变化的工作需求。
- 对新媒体营销趋势、AI工具有敏锐洞察力，熟悉主流社交平台运营规则。

5. 加分项：

- 具有成熟的社交媒体运营经验
- 具备平面设计或视频剪辑技能

Interested applicants should submit a CV to hr@keystoneacademy.cn. Position will be posted until filled.