

## **Digital Communications Specialist**

Department: Marketing and Communications at Keystone Academy

The Digital Communications Specialist at Keystone Academy will be primarily responsible for the creation of multimedia products, web pages, and social media content in order to increase public awareness of the Academy in China and beyond. The DCS will mainly work to produce high-quality videos for branding campaigns, Academy wide and public events, etc. In addition, the DCS will repurpose content from a variety of internal and external communications sources for multi-platform distribution. This demanding and exciting that role requires a committed and responsible person with excellent communication and organizational skills. Leadership and motivational qualities are essential, as is the ability to multi-task and prioritize work in a friendly, fast-paced team environment.

### **Responsibilities:**

- Produce compelling digital content that effectively and creatively communicates marketing messages that are consistent with the Academy's brand, mission, and vision;
- Collaborate with the Marketing and Communications Director to implement a robust social media presence for the Academy; continuous work on the development of marketing projects, integrating editorial plans and applying video marketing techniques to increase visibility, boost social media traffic, and engage with constituents in China and beyond;
- Develop and coordinate the development of high-quality video content on key concepts about the Academy in order to create material for social media and marketing campaigns, Admissions projects, and interdepartmental productions soliciting faculty and administrative input;
- Work closely with the Web and Social Media Team to produce video content for all digital channels including the Academy's website, social media, and digital advertising platforms; Integrate graphics and

textual elements to craft engaging video content and increase traffic on various communications platforms;

- Deliver innovative and creative content with the Marketing and Communications Team in order to increase public awareness and enhance brand recognition of the Academy;
- Operate and manage professional video and audio equipment including camera, lighting, and audio gear; ensure that all video content effectively goes through postproduction processes utilizing editing softwares such as AE and/or Final Cut Pro;

**Key skills:**

- A visual storyteller, with keen eye for creativity and a passionate interest in video production;
- Ability to work independently as well as within a team;
- Excellent interpersonal and communication skills;
- Ability to meet strict deadlines and commitments;
- Capable of performing a variety of tasks;
- Must have a strong attention to detail and be highly organized.
- Ability to adapt and pick up new skills quickly;

**Qualifications:**

- Bachelor's degree in Film, Animation, Multi-Media Arts, Technology or related field;
- 3 years of direct job-related experience;
- Experience in storyboarding, planning and directing video projects as part of an integrated marketing campaign;
- A strong experience with video editing software techniques and strategies, including proficiency in Adobe Premiere Pro, Adobe After Effects and Media Encoder;
- Experience with video equipment, including arranging cameras, lighting, audio, and related accessories.

## 数字媒体传播专员

部门：市场及传播部

数字媒体传播专员（DCS）的主要职责是为学校开发多种媒体产品，以扩大学校品牌在国内外的影响力。DCS 的重要工作之一是为学校和其公众活动制作高质量的视频内容，同时也负责对相关内容进行剪辑，以适应校内校外不同媒体平台的市场传播活动。应聘者要具有出色的沟通、组织能力，以及在多任务的压力下，高质高量完成相关工作的能力。

### 主要职责：

- 制作与学校品牌价值、教育使命和共同愿景相一致的高质量数字媒体内容以达到最佳的校内外沟通和传播效果；
- 与市场及传播总监通力协作，为学校打造一个稳健的社交媒体平台；开发市场项目的同时要协调编辑计划提供相关视频技术支持以增加学校各个媒体平台的可视化效果和访问流量；为学校国内外传播计划提供相关支持；
- 提供高质量的视频内容用于学校的社交媒体平台及品牌宣传活动、招生活动及不同部门的教员招聘活动；
- 与传播团队合作，为学校各媒体渠道提供视频内容支持，包括学校网站、社交媒体平台、数字宣传平台等；将图片和文字整合进视频内容当中，为市场宣传平台提供具有吸引力的视频内容；
- 与市场及传播团队共同策划制作具有新意的视频内容以提高学校品牌的影响力和辨识度；
- 为学校的各项活动提供照片、视频及社交媒体的相关支持；维护和支持学校的数字媒体库，包括提供高质量的学生、老师和社区人员的照片。

### 关键技能：

- 善于用视频语言讲故事，拥有发现视频制作方面新意和热情的敏锐力；
- 擅长团队协作也可以高效地独立完成工作；
- 拥有出色的人际交流能力；
- 可以按时保质保量的完成工作；
- 善于同时处理多项任务；
- 拥有细致入微的观察力和条理性；
- 善于学习并掌握新技能；

### 应聘要求：

- 拥有电影制作、动画制作、多媒体艺术或技术相关领域本科学士学位；
- 拥有至少三年相关行业工作经验；
- 熟练运用故事梗概图片，善于设计和指导市场相关视频内容项目的拍摄；
- 熟练运用视频编辑软件，如 **Adobe Premiere Pro**、**Adobe After Effects** and **Media Encoder** 和 **Media Encoder** ；
- 熟练使用视频拍摄器材，包括但不限于相机、灯光设备、音响设备。