

Détail de l'offre : Marketing & Communication Assistant

Partenaire	KEDGE Business School (Shanghai)
Adresse	xujiahui, Shanghai, Chine
Ville	Shanghai
Titre	Marketing & Communication Assistant
Description du poste	<p>1. Social Media:</p> <p>Create and deliver appropriate digital content</p> <p>Control and manage the online content/edition quality on KEDGE social media platforms (mainly wechat), by cooperating with external agencies. Executive, track and optimize the performance</p> <p>Able to prepare relevant marketing reports/plannings</p> <p>2. Communication</p> <p>Develop communication materials to ensure support to sales teams and for branding, including but not limited to brochures, posters, booklets, etc.</p> <p>Edit & translate contents for communication</p> <p>3. Others</p> <p>Support activities organization if necessary, such as alumni networking events, workshops, seminars, etc.</p> <p>Other ad-hoc tasks</p>
Type de contrat	Emploi
Métier	Marketing / Webmarketing
Société	KEDGE Shanghai Campus
Description de la société	<p>KEDGE Business School is a French Business School with 4 campuses in France (Paris, Bordeaux, Marseille and Toulon), 3 international campuses (2 in China - Shanghai and Suzhou - and 1 in Africa - Dakar) and 3 associate campuses (Avignon, Bastia and Bayonne). The KEDGE Business School community consists of 12,600 students (25% of them are foreign students), 183 permanent professors (of whom 44% are non-French), 275 international academic partners and 60,150 alumni worldwide. KEDGE Business School offers 36 training tracks of management and design for students and professionals, and deploys customized training for companies at national and international level. Ranked 35th in the 2018 Financial Times Best Business School in Europe and 36th worldwide for its Global MBA, KEDGE Business School is accredited AACSB, EQUIS and AMBA, recognized and approved by the French government, and is a member of the Conférence des Grandes Ecoles.</p>
Localisation	Shanghai
Pays	Chine
Profil recherché	<p>Bachelor Degree or above, Master preferred. Major in French/English, journalism, marketing, communications or other related subjects is preferred.</p> <p>Previous experience in digital marketing (social media, SEO&SEM, be familiar with Google Analytics, etc.) is a plus.</p> <p>Strong interpersonal skills and coordination abilities, creative, open-minded and reliable</p> <p>Ability to multi-task and flexible in accommodating ad-hoc tasks</p> <p>Work both independently but also a good team player, can meet tight deadlines</p> <p>Good command of oral and written English and Chinese, French a good plus</p> <p>Good knowledge in using MS Excel, MS Word and MS Power Point</p>
Secteur	<p>Please send your CV both in English and Chinese.</p> <p>Formation et Enseignement</p>