

Détail de l'offre : Marketing & Communication Assistant

Partenaire	KEDGE Business School (Shanghai)
Adresse	xujiahui, Shanghai, Chine
Ville	Shanghai
Référence	22D1660554492
Titre	Marketing & Communication Assistant
Description du poste	The person will be mainly responsible for the marketing and communication of KEDGE Bachelor & Master programmes.

01 COMMUNICATION

Edit & translate the copy-writings for the communication on KEDGE social media platforms (wechats, weibo, mini program, etc.).

Prepare communication materials with the help of design agency, to ensure support to sales teams and for branding, including but not limited to brochures, posters, booklets, kakemonos, etc.

02 SOCIAL MEDIA

Create and deliver appropriate digital content on KEDGE social media platforms. Follow the daily wechat/weibo edition by cooperating with external agencies, and guarantee the quality.

Optimize the performance of KEDGE social media platforms: followers/reads/goods increase, etc.

Prepare relevant marketing reports/plans.

To explore other digital platforms.

03 VIDEO MARKETING

Make and edit short videos for Bachelor & Master programmes.

Prepare relevant plans and reports.

04 WEBSITE

Follow the daily operation of KEDGE Chinese website: news, articles, programmes, etc.

Optimize the Chinese website performance by referring to the SEO&SEM data.

Prepare relevant reports.

05 OTHERS

Support activities organization if necessary, such as alumni networking events, workshops, seminars, etc.

Other ad-hoc tasks.

Type de contrat Emploi

Métier Communication / Création

Description de la société

On July 1st, 2013, KEDGE Business School was born out of the merger of BEM-Bordeaux Management School and Marseille-based Euromed Management, two leading French business schools with the highly coveted triple-crown accreditation "EQUIS/AMBA/AACSB".

KEDGE Business School is committed to creating new modes of teaching and personal development programmes, connecting and strengthening its global community (74,000 alumni worldwide) and promoting responsible management practices. This approach is encapsulated by our brand signature: Discover, Decode, Do.

In China, KEDGE Business School has offered bachelor and executive programmes since 2002 in partnerships with top Chinese universities:

Shanghai Jiao Tong University for its MBA programme (2021 Financial Times ranking 45th),

Renmin University at its Suzhou campus for bachelor programmes,

China Central Academy of Arts on the Sino-French institute in Shanghai.

WHAT YOU WILL LEARN?

You would have an overall idea of digital marketing and practice the skills especially in social media marketing.

You would also be trained in soft skills, e.g. interpersonal communication skills.

Localisation ☐☐ Shanghai

Pays Chine

Profil recherché Bachelor Degree or above, Master preferred. Major in French/English, journalism, marketing, communications or other related subjects is preferred.

Previous experience in digital marketing (social media, SEO&SEM, etc.) is a plus.

Good skills of copy-writing is a plus.

Strong interpersonal and communication skills, creative, open-minded and reliable.

Flexible in accommodating ad-hoc tasks.

Work both independently but also a good team player; be able to meet tight deadlines.

Good command of oral and written English and Chinese, French a good plus.

Good knowledge or experience of video-making is highly preferred.

Good knowledge in using MS Excel, MS Word and MS Power Point.

WORKING PLACE

Xujiahui, Shanghai

Please send your CV (both in English and Chinese) to hr.asia@kedgebs.com

Secteur Formation et Enseignement

Langues Anglais