





Détail de l'offre : 

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| Partenaire | KEDGE Business School (Shanghai) |
| Adresse | xujiahui, Shanghai, Chine |
| Ville | Shanghai |
| Référence | 24D1708569477 |
| Titre |  |
| Description du poste |  |
| | Main Responsibilities |
| | To Build impacts via alumni activities and to develop alumni relations 60% |
| | 1 Co-lead KEDGE China Alumni Committee to better serve alumni community. |
| | 2 Work closely with Alumni Committee to plan and execute alumni activities, including but not limited to, Annual Gala, Homecoming Day and club activities. |
| | 3 Contribute to program recruitment via alumni perspectives. |
| | 4 Develop relationships with alumni and call for / manage alumni sponsors. |
| | 5 Collect, update, track and analyze alumni database. |
| | To develop KEDGE's brand, mainly in China market 20% |
| | 1 Plan and execute digital marketing, incl website, social media and advertising campaigns. |
| | 2 Measure and refine digital marketing's effects to help reach the school's strategy. |
| | 3 Develop co-branding campaigns with media partners. |
| | 4 Responsible for brand standards building, in line with VI guidelines. |
| | 5 Work closely with KEDGE EMBA France for GMBA program's ranking activities. |
| | 6 Work closely with GMBA, BBA, MSc in programs recruitment team on marketing channel development, contents generation and media exposure. |
| | Department activities 20% |
| | 1 Design and implement annual budget and expense follow-up |
| | 2 Vendor, procurement, finance management of the department |
| | 3 Manage the team to reach / exceed the department's KPI |
| | 4 Work closely with Marcom & alumni counterparts in KEDGE France for cross campus |
| Type de contrat | Emploi |
| Métier | Marketing / Webmarketing |
| Description de la société |  |
| Localisation | Shanghai  |
| Pays | Chine |
| Profil recherché | 1 Bachelor Degree or above, Master preferred. Major in French / English, journalism, marketing, communications or other related subjects is preferred. |
| | 2 At least 5 years' relevant experience in alumni relations, events management or marketing management, preferably in high-education sectors. |
| | 3 Passion about executive education, has excellent interpersonal skills and strong willing to work with executives. |
| | 4 Strong leadership, strategic thinking, excellent organization and presentation skills, problem-solving skills. |
| | 5 Self- motivated and result-oriented, work both independently but also a good team player; be able to meet tight deadlines. |
| | 6 Good command of oral and written English and Chinese, French a good plus. |
| | 7 Copy writing and video-making is a plus. |
| | 8 Flexible to work on weekends when organizing alumni activities. |

Please send your CV (both in English and Chinese)

Expérience Expérimenté (3-10 ans)

Secteur Formation et Enseignement

Langues Anglais