

Détail de l'offre : Digital Marketing Executive, East Asia

Partenaire	Cambridge Assessment International Education
Adresse	Beijing
Ville	Pékin
Référence	22D1649325753
Titre	Digital Marketing Executive, East Asia
Description du poste	<p>What it's about</p> <p>We are looking for a Digital Marketing Executive, East Asia to support the promotion of Cambridge Pathway and services via digital channels in East Asia.</p> <p>What you'll be doing</p> <p>You will be part of the marketing team, whose role is to raise awareness of the Cambridge International brand and promote Cambridge Pathway, service of Cambridge International in East Asia. The team is within a big team to develop business in this region. The role will be varied and will include:</p> <p>Digital marketing</p> <ul style="list-style-type: none"><li>*□Work with digital marketing manager to develop, implement and manage digital communications strategy for WeChat and Chinese language website to engage with our schools and wider stakeholder groups.</li><li>*□Evaluate engagement and impact with our digital communications on regular basis, and use the data to improve our communications through all channels.</li><li>*□Create and deliver content for our social media channels in China.</li><li>*□Keep Chinese language website up to date.</li><li>*□Develop digital campaign to promote regional online and face-to-face events.</li></ul> <p>Webinar</p> <ul style="list-style-type: none"><li>*□Work with functional team to develop a rolling webinar plan.</li><li>*□Identify and manage webinar platform.</li><li>*□Create marketing collateral to promote our webinars.</li><li>*□On-site support for each webinar and trouble-shooting.</li><li>*□Create webinar feedback report.</li></ul> <p>Other marketing projects support</p> <ul style="list-style-type: none"><li>*□Help with new supplier creation, purchase order raising and payment.</li><li>*□Support the delivery of marketing events in the region.</li></ul>
Type de contrat	Emploi
Métier	Communication / Création Marketing / Webmarketing
Description de la société	<p>Cambridge Assessment International Education prepares school students for life, helping them develop an informed curiosity and a lasting passion for learning. We are part of Cambridge Assessment, a department of the University of Cambridge. Our international qualifications are recognised by the world's best universities and employers, giving students a wide range of options in their education and career. As a not-for-profit organisation, we devote our resources to delivering high-quality educational programmes that can unlock learners' potential. This is an excellent opportunity to join a market leader in a new and important role.</p> <p>Hear from your future colleagues</p> <p>"My time as part of the East Asia team at Cambridge Assessment International Education has been productive, enjoyable and one filled with meaningful personal growth. With a shared vision, an effective organisational culture and a lovely team, it is a great place to work."</p> <p>--Sophia Feng, Area manager of East Asia</p> <p>-----</p> <p>--</p> <p>"The past few years in Cambridge have been meaningful and fulfilling. Colleagues support and work closely with each other, enjoying opportunities of continuous personal development. This is a community where I can flourish.</p>

--Vivian Li, Digital Marketing Manager

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"I've been working for Cambridge for almost six years and I'm still enjoying working here very much. Our team is small but cosy. Everyone in this team is talented and lovely."

--Liang Jin, Senior Marketing Manager

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**Localisation** 北京 Pékin / 上海 Shanghai

**Pays** Chine

**Profil recherché** What we're looking for

You must be educated to Bachelor's degree level. You will have knowledge in international education.

You must have experience in digital marketing and strong writing skills in both Chinese and English, delivering marketing campaign especially on social media, and project management. You must be passionate about education, especially international education, preferably familiar with the international education environment in China. Some understanding of Cambridge Pathway would be a plus.

You will have the capacity to work autonomously and, at the same time and when relevant, to work in close collaboration with colleagues from different parts of the organization to help drive success.

Required Skills:

- Strong writing skills
- Excellent time management and Multi-tasking
- Strong interpersonal skills and the ability to work effectively within a team
- Detail oriented and Confident communication
- Good proven IT skills, including knowledge of MS Word, Excel and Outlook
- Chinese native speaker with fluent English

As a part of your application, please provide us with a sample of writing you have done in the past. This could be in the form of a word document, or a link to a website article you may have written. We are flexible on the format but the sample must have been written by yourself.

The closing date for application is 24 April 2022 and interviews are scheduled to take place on w/c 9 May 2022.

**Expérience** Débutant (-3 ans)

**Secteur** Formation et Enseignement

**Langues** Anglais