



Communications and Marketing Assistant - Job Description 外联与市场部助理-工作职责描述

Position: Full-time

岗位：全职

Department: Administration - Communications

部门：行政管理部-外联

Supervisor: Marketing and Communications Manager

主管：外联与市场部总监

Purpose 目标

The International Montessori School of Beijing (MSB) is looking for a Communications & Marketing Assistant to provide administrative support to various departments.

Writing and editing organisational materials will be an important role of this job. In addition, you should be an excellent communicator with strong attention to detail. If you also have administrative and social media marketing experience, we'd like to meet you.

Ultimately, your goal will be to help ensure clear communication of the school's message across all channels.

北京蒙台梭利国际学校（MSB）招聘外联与市场部助理一名，在行政管理方面支持协助各部门工作。

撰写及编辑组织机构材料是本职位的重要工作职责之一。另外还希望您在沟通联络方面十分注重细节。如果您还有行政管理与社交媒体市场宣传相关工作经验，我们会很期待认识您！

协助确保学校内外各渠道的沟通清晰顺畅是本职位的最重要目的。

Primary Responsibilities 主要职责

Social Communications

Create and curate content for all online social communication channels

- Drive strategic growth of social accounts

Analyse online and social metrics and analytics, produce monthly reports

社交媒体外联

为所有网络社交媒体渠道编撰内容

- 推动社交媒体账号的战略性发展

分析网站与社交媒体度量标准与数据，撰写月度报告



Website

Write and update content on a weekly basis
Oversight of public calendar

网站

每周编写并更新网站内容
监管公众日历

Newsletter

Manage the newsletter schedule and calendar
Assist in strategic message scheduling

周报

管理周报日程安排与日历
协助战略性安排消息发布时间

Graphics and General Marketing

Develop and design promotional for internal and external events
Integrate graphics into marketing and communications initiatives
Develop infographics from research and data
Maintain in-house promotional spaces (lobby tvs, parent information boards)

平面设计与总体市场营销

设计制定内部与外部活动的宣传方案
为宣传活动与联络计划配图
通过研究与数据收集制作信息图
维护学校内部宣传空间内容（大厅电视、家长信息板）

Multi-Media

Assist in taking photos and videos of events
Edit photos in Adobe Lightroom or Photoshop or any other editing software

多媒体

协助拍摄活动照片与视频
使用Adobe Lightroom或Photoshop或其他任何图片处理软件编辑照片

Public Relations

Review and edit press releases and magazine materials
Maintain print and online media clippings and mentions

公关

审阅并编辑新闻稿与杂志稿
留存并整理纸质与网络媒体报道记录

Databases

Assist in the maintenance of the alumni database
Maintain the school multi-media database



数据库

协助维护校友数据库
维护学校多媒体数据库

Other duties as assigned by manager.

总监分配的其他工作

Qualifications 任职要求

- Degree from a recognised university (BS, BA or in Communications, Marketing or related field)
- Proficient use of MS Office (Word, Excel, Powerpoint, SharePoint)
- Graphic/promotion development
- Excellent English and Chinese writing and editing skills
- Outstanding verbal and written communications skills
- Ability to work in a fast-paced environment and deliver results while managing multiple projects
- Level-headed problem solver with a professional service-oriented attitude
- Superb organisational and tracking skills with sharp attention to detail
- General use of Adobe Illustrator, Photoshop and Indesign
- 毕业于知名大学（理学学士、文学学士、传媒、市场营销或相关专业）
- 熟练使用 Microsoft Office 软件（Word, Excel, Powerpoint, SharePoint）
- 图片/宣传文件制作
- 出色的中英文写作与编辑能力
- 出色的口头与书面沟通能力
- 能够适应快节奏工作环境，处理多项工作并交付结果
- 头脑清晰冷静地解决问题，态度专业并以服务为宗旨
- 出色的组织与跟踪能力，密切关注细节
- Adobe Illustrator, Photoshop 与 Indesign 的基本使用

Please include a writing sample, website or graphic design examples (if applicable)

请附上文案、网站或平面设计作品（如适用）

About Us

The International Montessori School of Beijing (MSB) has been offering early childhood to elementary education for decades. At MSB, every child is treated as an individual and our Montessori-based curriculum enables our educators to tailor lessons to each pupil's specific needs and interests. Our warm, nurturing environment, well-designed classrooms, and low student-teacher ratios allow us to bring out the best in each child at every age level, from Nursery to Grade 6. MSB's Dual Language Programme is unique in Beijing. An affiliate member of the American Montessori Society (AMS).

关于我们



The International Montessori School of Beijing

北京蒙台梭利国际学校

北京蒙台梭利国际学校（MSB）从事幼儿、学前与小学教育，现已办学二十余年。MSB 将每个孩子视作独特个体，我校以蒙台梭利为基础的课程设计能够让教育者们根据每个学生的需求与兴趣量身定制学习内容。学校氛围温和，注重培育学生，教室精心设计，师生比高，这一切让我们能够激发幼儿园小班到小学六年级各个年龄段孩子的潜能。MSB 的双语课程在北京独一无二，也是美国蒙台梭利协会（AMS）的附属机构。