

Job Description: Chinese Content Creator(part-time) 职位说明：中文内容策划（兼职）

Part-time Duration: October, 2024 to June,2025

兼职工作时间: 2024年10月至2025年6月

Major Responsibilities/主要职责:

一、Content Creation 内容创作

1. Responsible for composing content for YCE and its institutes (BCIS and YCKG) and implementing marketing strategy via different channels, such as WeChat, Weibo, website, newsletters and print collaterals etc.
 2. Operate the official account and publish suitable content based on a deep understanding of the corresponding channel. Continuously improve content quality through data analysis, competitor research, search result optimization, etc.
 3. Assist the Media and Content group for content planning and create compelling and engaging marketing messages targeting at various audience segments and ensure the presence of YCE and its institutes is strengthened through contents.
 4. Support to develop, maintain, update and promote the Chinese language YCE writing style, including the Style Guide for use in Communications.
 5. Be responsible for cross-proofreading written Chinese copy.
1. 负责为YCE及其机构（BCIS和YCKG）撰写内容，并通过微信、微博、网站、新闻通讯和印刷品等不同渠道实施营销策略。
 2. 运营公众号，基于对相应渠道的深入了解，发布合适的内容。通过数据分析、竞争对手研究、搜索结果优化等不断提高内容质量。
 3. 协助媒体和内容小组进行内容规划，针对不同受众群体创建引人注目的营销信息，并确保通过内容增强 YCE 及其机构的影响力。
 4. 支持开发、维护、更新和推广中文YCE写作风格，包括通讯用风格指南。
 5. 负责中文书面文本的交叉校对。

二、Media Cooperation 媒体合作

1. Work closely with the media planner in developing content for various media platforms.
 2. Build and maintaining long term media relationship.
 3. Promote school activities and key messages through various media platforms, and ensure that the brand's voice remains the same across all platforms.
 4. Assist the Media Relations Manager to identify and develop new media cooperation or editorial opportunities.
- 1.与媒体策划紧密合作，为各媒体平台开发内容。
 - 2.建立并维护长期的媒体关系。
 - 3.通过各种媒体平台宣传学校活动和关键信息，并确保品牌声音在所有平台上保持一致。

4. 协助媒体关系经理寻找和开发新媒体合作或编辑机会。

三、Information Collection 信息收集

1. Act as a “journalist” for YCE, being proactive in gathering news/ pictures/ interviews and information designed to raise awareness of both the YCE brand and its educational program.
 2. Collate materials and provide the team with relevant and valuable information.
 3. Archive of media reports and related prints.
 4. Be responsible for translation on request.
1. 担任 YCE 的“记者”，积极收集新闻/图片/采访和信息，旨在提高 YCE 品牌及其教育计划的知名度。
 2. 整理材料并向团队提供相关且有价值的信息。
 3. 媒体报道及相关印刷品存档。
 4. 根据要求负责翻译。

Qualifications/任职资格:

1. A bachelor's degree in a related field, preferred in Chinese Language major.
 2. A minimum of Three years of experience in content management, writing/editing or public communications, an understanding of international education industry would be an advantage.
 3. Excellent Chinese writing skills, outstanding command of Chinese , be able to use English as working language;
 4. Proficiency in social media account management i.e. WeChat and Weibo;
 5. An integrated marketing mindset, passion for storytelling through multiple media;
 6. Creative, self-motivated and passionate about international education;
 7. Ability to work within tight deadlines, adjust to changes in priorities and work collaboratively with team members;
1. 相关领域学士学位，汉语言专业优先。
 2. 至少3年内容管理、写作/编辑或公共传播经验，了解国际教育行业者优先
 3. 优秀的中文写作能力，优秀的中文表达能力，能够使用英语作为工作语言；
 4. 熟练掌握微信、微博等社交媒体账户管理；
 5. 具有整合营销思维，热衷于通过多媒体讲故事；
 6. 富有创造力、上进心、对国际教育充满热情；
 7. 能够在紧迫的期限内工作，适应优先事项的变化并与团队成员协作；

Application Process 申请流程

Candidates are requested to apply to jobs@bcis.cn and to send the following in a single PDF document. The Search Committee will conduct initial interviews as applications are received. Shortlisted candidates will be interviewed in person or online. The search committee reserves the right to close the selection process at any time if the right candidate is found.

- Cover letter
- Resume

应聘者请发送邮件至 jobs@bcis.cn 并以PDF 格式发送以下内容。我们将在收到申请后进行初步面试。入围候

选人将接受现场或在线面试。如果找到合适的候选人，我们会保留随时结束筛选过程的权利。

- 求职信
- 简历

NOTE: The above job description reflects the general requirements necessary to describe principal functions or responsibilities of the job identified and shall not be interpreted as a detailed description of the work requirements that may be inherent in the job, either at present or in the future.

备注：上述岗位职责反映了该岗位的主要功能或职责的总体要求，并不能被视为对该岗位要求的详细描述。