

职位说明：市场主管

Job Description: Marketing & Communications Supervisor

职位概述 Job Overview:

作为市场主管，将为乐成教育特别是幼儿园业务线提供市场工作支持，提升品牌形象，推动市场招生有效增长。该岗位要具备良好的市场洞察力、策划能力和领导力，出色的沟通能力、团队合作精神和商业敏锐度也是成功担任该职位的关键要素。

As the Marketing & Communications Manager, you will be responsible for providing marketing support for the YueCheng Education, especially the kindergarten business line, enhancing brand image, and driving effective enrollment growth. This role requires strong market insights, strategic planning, and leadership, with excellent communication skills, a spirit of teamwork, and business acumen being key elements for success in this position.

主要职责 Responsibilities:

1. 市场活动执行：分析市场需求、用户需求，协助学校、幼儿园策划并执行校内外各类招生与市场活动，包括但不限于社区活动、教育展会、开放日、工作坊等。
2. 传播内容制作：从市场角度策划、组织各类品牌与市场传播内容，具有一定的撰稿和视频拍摄能力。对于社交媒体（微信、小红书等）的运营有一定了解，并能针对不同渠道提供针对性内容。
3. 招生工作协同：与招生同事密切合作，制定短期和长期目标，定义目标市场，并制定可操作的计划以实现营销和招生目标，以及监控关键绩效指标。
4. 其他渠道开发：围绕目标人群，通过各种渠道开发，包括线上、线下、商业网络（妈妈群、周边小区、上游资源等），以及与其他品牌合作的机会，包括品牌联名营销活动、跨界活动等，最终触达目标群体。
5. 完成领导交办的其他相关工作。

1. Market Activity Execution: Analyze market demands and user needs, assist schools and kindergartens in planning and executing various enrollment and marketing activities both on and off-campus, including but not limited to community events, educational expos, open houses, workshops, etc.

2. communication content from a marketing perspective, possessing some copywriting and video production capabilities. Have a certain understanding of social media operations (WeChat, Xiaohongshu, etc.) and be able to provide targeted content for different channels.

3. Enrollment Collaboration: Collaborate closely with enrollment colleagues to set short-term and long-term goals, define target markets, and develop actionable plans to achieve marketing and enrollment objectives, as well as monitor key performance indicators.

4. Other Channel Development: Focus on the target audience, develop various channels including online, offline, business networks (mom groups, surrounding communities, upstream resources), as well as opportunities for collaboration with other brands, including co-branded marketing activities, cross-border events, etc., ultimately

reaching the target audience.

5. Complete other relevant tasks assigned by leadership.

任职资格 Qualifications:

1. 本科及以上学历，工商管理、市场营销等相关专业；
2. 5年以上市场营销、品牌公关等领域工作经验；
3. 具备较强的文字撰写能力与短视频拍摄能力；
4. 思路开阔，具有创新能力，适应跨文化工作环境；
5. 优秀的沟通表达能力，并具有较强的客户服务意识；
6. 英文可作为工作语言。

1. Bachelor's degree or above in Business Administration, Marketing, or related fields.
2. Over 5 years of work experience in marketing, brand management, or public relations.
3. Strong writing skills and short video production abilities.
4. Broad-minded, innovative, and adaptable to cross-cultural work environments.
5. Excellent communication skills and a strong customer service orientation.
6. Proficiency in English as a working language.

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
- Up to date contact information of four references

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
- 四位推荐人的联系信息

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。