



温州肯恩大学
WENZHOU-KEAN UNIVERSITY

岗位说明书——海外媒体关系管理岗位

所属部门：媒体与设计中心

汇报机制:媒体中心负责人

岗位职责：

1. 负责海外相关宣传的策划与组织。
2. 负责海外媒体关系的拓展与维护。
3. 负责海外文化传播工作，和海外网络文化中心学生团队的管理。
4. 负责海外新媒体平台运营工作，包括在英文页面或社交平台如 Facebook、Instagram, Twitter 等上发布新闻与活动，并跟踪发布效果。
5. 完成交办的其他工作。

必备条件：

1. 传播学、品牌推广等相关专业硕士及以上学历。
2. 一年及以上相关工作经验，优秀的双语写作、校对与策划能力。
3. 专业的中英翻译水平及口语表达能力。
4. 良好的团队合作能力与责任心。

优先条件：

1. 有海外留学或工作经历。
2. 有相关工作经验。



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Job Description - Overseas Media Relations Management

Department: Media and Design Center Report to: Media Center Senior Coordinator

Responsibilities:

1. Responsible for planning and organizing overseas press releasing.
2. Responsible for the develop and maintenance of overseas media relations.
3. Responsible for overseas cultural communication work, management of the student team of the overseas network culture center.
4. Responsible for overseas new media platform operations, including posting news and events on English pages or social platforms such as Facebook, Instagram, Twitter, etc., and tracking the release effect.
5. Other matters assigned by the department.

Required Qualification:

1. Master's degree or above, specialties in Communication, Market Branding etc.
2. At least one year of work experience, excellent writing, proofreading and planning skills.
3. Fluency in oral and written English.
4. Good teamwork ability and sense of responsibility.

Preferred Qualification:

1. Overseas learning experience is preferred.
2. Experience in related work.