



温州肯恩大学  
WENZHOU-KEAN UNIVERSITY

## 岗位说明书——招生市场拓展主管

所属部门：招生办

汇报机制：招就办主任

### 岗位职责：

1. 拓宽招生渠道和与学校的对外宣传业务合作；
2. 开发、维护和管理合作渠道，拓展生源；
3. 规划和监督维护招生咨询渠道；
4. 策划、监督执行校内外文化宣传活动、常规化高中校园宣传；
5. 策划、组织国内外教育展览和全国招生宣传；
6. 管理和培训学生大使团队；
7. 完成交办的其他工作。

### 必备条件：

1. 市场营销、传媒类、广告学等相关专业硕士及以上学位；
2. 3年以上营销推广领域工作经验；
3. 具备较强的中英文双语能力、组织协调能力、交流沟通能力、行政管理能力和调查研究能力；

### 优先条件：

1. 熟悉高等教育政策法规，担任过三年以上海内外高校招生事务负责人职务，具有丰富的高校招生管理经验，对中外高等教育有深刻的认识和思考；
2. 有市场开拓经验者及教育、媒体人脉及渠道资源；
3. 有高校或相关教育机构工作经验；
4. 有海外工作或学习经验；
5. 具备良好的市场判断能力、开拓能力，有较强的组织管理、经营意识及能力；
6. 具备良好的人际交往、团队协作、方案演讲、商务谈判能力。



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## **Job Description - Coordinator of Admissions Marketing**

Department: Admissions Office

Report to: Director of Admissions and Career Development

### **Responsibilities:**

1. Develop recruitment channel and resources.
2. Develop and maintain media publication to expand the student resources.
3. Plan and maintain the recruitment inquiry channel.
4. Plan and implement the internal and external cultural promotion activities and regular high school event.
5. Plan and implement the domestic and international educational exhibition and national recruitment promotion.
6. Manage and train the student ambassador media team.
7. Complete other tasks assigned.

### **Required Qualification:**

1. Master degree or above in communication, advertisement or marketing.
2. 3 Years' working experience in marketing.
3. Excellent fluency in both oral and written communication in English and Chinese, skills in coordination, administration and research.

### **Preferred Qualification:**

1. Familiar with higher education policy, better with three years or up experience in higher education student recruitment.
2. Have relevant working experience in university or educational setting enjoys priority.
3. With working experience in enterprise or overseas experience enjoys priority.
4. Good competence in marketing searching, outreaching, negotiation and presentation.