

MARKETING ASSISTANT

The Beijing Center (TBC) is looking for a Marketing Assistant to help carry out our marketing and communications plans, inspiring people to discover, engage and dialogue with China in immersive and exciting ways through TBC's Study Abroad, Research, CareerVentures, and ChinaContact programs. We connect students, scholars and professionals with meaningful ways to build bridges between China and other cultures. If you're interested in the fields of communications, marketing, graphic design, and social media, then this could be a great opportunity for you. We are looking for a fun and creative individual to help create content, design and develop new marketing materials, build upon our social media engagement and work creatively and collaboratively with the marketing team to carry out TBC's marketing plans.



OBJECTIVES OF THIS ROLE

The Marketing Assistant will have primary responsibility for the following:

- Assisting in organizing campaigns and developing marketing strategies, providing support for different marketing events
- Daily administrative tasks to ensure functionality and coordination of activities across TBC divisions
- Supporting marketing team in organizing various projects
- Updating spreadsheets, databases and inventories with statistical, financial and non-financial information
- Compose and post online content on TBC's website and social media accounts
- Write marketing literature (brochures, press releases etc.) to augment TBC's presence
- Gathers stories, photos and videos from students and staff to be developed into content for social media and blog posts
- Uploads and organizes TBC photos and videos
- Completes other digital media projects as assigned

REMUNERATION AND BENEFITS

The role will initially be offered as a 24-month contract position, with visa support, remuneration and benefits commensurate to experience. The Beijing Center is an equal opportunity workplace with flexible working practices. The position will involve occasional attendance at out-of-hours events and some travel within China and abroad.

SKILLS AND QUALIFICATIONS

- Bachelor's degree or above
- Marketing, Media, Communications, PR majors are preferred
- Fluent in English, proven English writing experience
- Experience maintaining a website and/or an online blog
- Good organizational and interpersonal skills
- Microsoft office 365, including PowerPoint, Outlook, Word, Excel, PDF

PREFERRED QUALIFICATIONS

- Strong working knowledge of Facebook, Instagram, Wordpress
- Experience with graphic design, layout, photography, and videography
- Strong initiative with the ability to work well independently

TO APPLY

- Submit your cover letter and resume (in English and Chinese) to tbcrecruitment@thebeijingcenter.org with "Marketing Assistant" in the subject line.
- Screening and Interview candidates will be conducted on a rolling basis until this position is filled.

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