

职位：公共传播经理

工作地点：北京, 上海, 西安, 成都任一地

入职日期：尽早入职

工作职责：

1. 制定机构品牌定位及公共传播的策略，协同各部门及区域发展中心制定年度传播计划，整合机构资源，确定执行标准，高效达成机构传播目标。内容包括：
 - a) 全方位扩大各项目的影响力，进一步建立机构的专业形象
 - b) 与相关方（赞助伙伴、志愿者、学校）形成良性互动，促进自传播
 - c) 通过线上、线下品牌活动持续扩大机构品牌影响力
2. 维护机构媒体（网站、公众号、微博、短视频等）的整体运营，建立可持续合作的媒体资源库，形成常态化合作互推
3. 负责机构品牌的推广活动及媒体传播，撰写机构宣传资料或新闻稿件，发布成果，支持策划和制作各类官方宣传材料，包括宣传片、年报、海报、礼品等
4. 跟踪机构市场活动和媒体运营的表现，为机构影响力数据提供支持，并据此不断提升机构品牌活动和传播计划的有效性。

职位要求：

1. 本科及以上学历，专业不限，三年以上工作经验，优先有新媒体运营经验的申请者
2. 认同 JA 的使命和教育理念，对青少年教育有热情
3. 热爱文字书写，有较强的文字驾驭能力，良好的英语读写说能力
4. 有创意、有责任感，以及较强的沟通和协调能力

加入 JA 中国！

你将会与超过 5000 名来自财富 500 强的企业志愿者和优秀的创业者一起，参与到培养中国青少年的财务技能，职业素养，创业和创新能力的事业中去。

你不仅能有机会在国际平台上成长，与来自不同城市，不同国家（JA 在全球 100 多个国家都有）的同事一起学习合作，还能与国内战略性行业及新兴行业的有识之士直接交流和沟通，多方面参与到中国快速发展的主赛道。

我们是一个学习型大家庭，实行人性化的管理，具备在行业内有竞争力的薪酬。

Position: Public Communications Manager

Location: Beijing or Shanghai or Chengdu or Xi'an

On Board ASAP

Job Description:

1. Define organization positioning and public communication strategy, lead an effective and efficient annual public communication planning with functions and region development centers, via synergizing organization resources, and providing standard and guidelines. The annual plan main elements include:
 - a) Projects communication to enhance our professional image
 - b) Constructive interaction with key stakeholders (sponsors, volunteers and school partners) to leverage different resources
 - c) Organization brand activities (both on-line and off-line) to increase organization awareness and impact in target groups.
2. Maintenance of organization media platforms (websites, Wechat, Weibo, video accounts etc) operation, establishment of a media resource pool with regular collaboration relationship and mechanism.
3. In charge of organization brand communication activities and publication, include creation of public communication documents and publication materials (video, annual report, posters, gifts etc) and media management.
4. Monitor all organization level marketing activities and media exposure, to provide data input for organization impact report, and to increase organization public communication effectiveness and efficiency.

Job Requirement

1. Bachelor degree or above, over three years' relevant work experience, with new media operation experience a plus.
2. Strong resonance to JA's mission and educational philosophy, passionate about youth education
3. Have passion on writing and have a good command of it; Good command in writing, speaking and reading English.
4. Being creative, with strong sense of responsibility and communication skills.

Join JA China! You will have opportunities to

-Joining our career to inspire and build China youth financial literacy, career readiness, entrepreneurship and innovation with over 5000 business volunteers from Fortune 500 companies and entrepreneurs;

-Becoming Global and Local! You will have global access via JA platform with colleagues from different cities and various countries (>100 JA member countries across the world); You will also have direct interaction with leaders from China strategic and emerging/fast growing industries and join the new China growth in person.

- Join the family-like learning organization, with competitive compensation and benefit.