



HARROW
INTERNATIONAL SCHOOL
哈罗国际学校
SHANGHAI 上海

Title: Social Media Marketing Manager

职位: 社交媒体营销经理

Reports to: Director of Communications & Development

汇报上级: 市场部总监

Works with: Marketing Officer, Admissions Manager & Admissions Officer

密切合作: 市场专员、招生部经理、招生专员

Overview 概述:

Are you a social media expert in Chinese channels who wants to make a difference in education? We're looking for a hands-on, entrepreneurial individual to build, develop and create content on major Chinese social media channels to drive awareness, excitement & engagement for our brand. In this role, you will create and manage our social media platforms and the overall content of digital touchpoints. If the prospect of helping an international school grow its brand presence in a cost effective, creative manner excites you, and you are passionate and focused on doing whatever it takes to amplify our presence— then this is the ideal job for you!

你是否是热衷且擅长于使用中国社交媒体的专家，想在教育领域有所作为？我们正在寻找一位实干型、有开创精神的个人，在中国主流社交媒体中开发渠道及创建内容，以提高学校品牌的知名度和参与度。在这个职位上，你将创建和管理我们的社交媒体平台和数字化接触点的整体内容。如果你有兴趣帮助一所国际学校以一种具高效和有创意的方式促进其品牌发展，并且专注于通过各种方式来扩大我们的知名度——那么这就是你的理想工作！

Key Roles & Responsibilities 主要职责:

- Plan, develop and implement targeted social media strategy including content plan & campaign calendar for key platforms (WeChat, Weibo, Redbook, Douyin, Zhihu, etc).
- 制定并实施有针对性的社交媒体策略，包括重点平台（微信公众号、微博、小红书、抖音、知乎等）的内容计划和活动日程。
- Drive production of content to tell our brand story in unique, eye-catching and creative ways and determine most efficient way to repurpose content across different channels on a regular basis.
- 推动高质量内容的创作，以独特、吸引眼球、有创意的方式，以高效的方式在不同渠道中定期重新发放。

Educational Excellence for Life and Leadership

育以至善 • 卓以领航



- Monitor, analyze and report results to drive growth in impressions, community engagement, follower base, and video views, with ultimate goal to increase the volume of school visits. Use a test & learn approach to continuously optimize & improve results over time.
- 监控、分析和报告成果，以加深潜在客户对品牌的认知度，并使得社区参与度、粉丝基础、视频观看数有所增长，最终达成增加参观学校潜在客户数量的最终目标。通过测试和学习的方法来不断优化和改进成果。
- Identify digital channels, partners, key opinion leaders to partner with in order to grow our base and presence across key channels.
- 识别数字渠道、合作伙伴以及关键意见领袖，以扩大受众群体并提高在主流社交媒体中的知名度。
- Implement seasonal campaigns to amplify our brand stories in a connected, meaningful and impactful manner.
- 开展季度性市场活动，推出一系列互相关联的品牌故事，以连接读者，有深度并有影响力的方式来阐述。
- Create and actively produce social assets such as photos, videos, creative infographics, H5 and other creative formats, working with vendors as required.
- 创建和制作市场推广素材，例如照片、视频、创意图像（例如：H5 等其他创意格式）。管理相关供应商。
- Keep up to date on social trends, topics & channel, and test different applications in alignment with brand strategy.
- 了解最新的社会趋势、话题和渠道，并根据品牌策略测试不同的应用方式。
- Assist with special events including the likes of Open Mornings and Expos as required, as well as general campus tours as necessary
- 按需协助学校活动包括但不限于配合开放日、博览会，以及日常的校园参观活动。

Key Skills 关键技能:

- 2+ years social media and/or digital media experience
- 2 年以上社交媒体和/或数字媒体的相关工作经验
- Expert level in Microsoft office
- 精通微软 Office 软件
- Solid level in Adobe Design suite
- 熟练使用 Adobe 系列软件
- Solid Level of English
- 优秀的英文水平
- Good eye for design & detail
- 在设计 and 细节方面有良好的鉴赏能力



HARROW
INTERNATIONAL SCHOOL
哈罗国际学校
SHANGHAI 上海

- Genuine interest & passion for children and their education
- 对孩子以及孩子的教育有兴趣且富有激情
- Willingness to do whatever it takes to make things happen
- 愿意尽一切努力达成目标。
- Passion to continuously try new things and identify different angles and new channels to achieve results
- 有不断尝试新事物的热情，从不同视角和渠道达到满意的结果。

The School is committed to safeguarding and promoting the welfare of children. All adults in the School community are expected to follow its Child Protection procedures and are required to undertake safeguarding checks.

哈罗学校致力于保障和促进儿童的福利和安全。学校内所有成员应遵守其儿童保护程序，并被要求进行安全检查。

If you are interested in an opportunity to work with a first class team of people, be part of an exciting and growing community and work in beautiful surrounding in a position that is much more than just an office job, please send your full resume with your current and expected salary by email to hr_recruitment@harrowshanghai.cn. Please state the job title and the reference code “HISSH/SMMM/202111” in the subject of your email. All applications will be treated with strictest confidential. Only short-listed candidates will be notified.