

市场与公关专员 Marketing and PR Executive

职位说明 Job Description:

1. 通过网站、社交媒体、印刷品和专业媒体渠道，建立和保持公司良好的形象和声誉；
2. 撰写公司或展会新闻稿件、宣传文案等，为公司或展会市场推广提供支持；
3. 与国内和海外媒体建立持续良好的沟通关系，以达到顺利有效的开展各方面的媒体工作；
4. 积极保持与德国总部及中国公司内部各部门之间的沟通与协调，建立和完善危机公关的预警和处理机制并及时进行维护和监督执行；
5. 协助部门经理完成所交代的其它工作；

1. Establish and maintain good company image and reputation through website, social media, printing material and other media channels.
2. Compose press releases, newsletters, marketing material etc. in order to support the corporate and exhibition marketing promotion.
3. Establish steady and sound communication with both domestic and overseas media, and develop all around media work in a successful and effective way.
4. Actively involved into communication and coordination with headquarter and the internal departments of the company; establish and improve the system of protection and management of the public relationship in crisis, with in-time maintenance, supervision and execution.
5. Assist department manager on other tasks.

职位要求 Job Requirement:

1. 优秀的中英文沟通能力和写作能力；
 2. 具备媒体关系管理的工作经验和优良的营销策划能力；
 3. 具备较强的组织协调和沟通能力，有团队协作精神、责任感和良好的服务意识；
 4. 具备危机处理和压力管理的丰富经验和实践能力；
 5. 有良好的心理素质和谈判技巧，有广泛的社会资源；
 6. 有两年以上国际型企业相关工作经验者优先；
1. Fluent communication skills in both English and Chinese, especially in written ability.
 2. Comprehensive work experience in PR; good marketing skill is a plus.
 3. Strong ability in organization, coordination and communication; team work spirit; responsible and service oriented.
 4. Abundant practical experience in meeting deadlines and working under pressure.
 5. Well bearing capability and negotiation skills; adaptable at public affairs, comprehensive social resources is a plus.
 6. Minimum two years related experience in international enterprises is preferred.