



Title: Director, Public Affairs and Marketing Department

Job location: Beijing, China

Supervisor: Executive Dean

Description of the Position

The Public Affairs and Marketing department head is responsible for conducting strategy and planning of the department; establishing or maintaining connections with government, media and organizations; standardizing processes related to foreign affairs; leading crisis management related to public affairs and managing a team.

Direct subordinate positions of Public Affairs Marketing department head includes: International Affairs and Government Relationship Manager, Branding and Marketing Senior Manager.

Responsibilities:

1. Produce a Public Relations Plan which promotes and maintains good public relations in order to maintain the prestigious image of Schwarzman College.
2. Develop a public relations program for Schwarzman College based on its marketing goals. Liaises with other functions, particularly admission and development, in targeting specific markets and developing the public relations strategies to reach these markets.
3. Develop media contacts, plans press conferences and other press activities. Acts as the College's liaison with media to promow

Standardize and manage College's process of reception or visa application for VIP guests.

7. Expand and maintain cooperative relationships with government, universities and other institutions; improve public awareness and perception of the college, and increase likelihood of prospective candidates to view the College as a top choice among graduate programs.
8. Conduct crisis management and strive for support from government, universities and public media in emergent circumstances.

9. Build a clear vision and brand equity of Schwartzman College to the target audience.
10. Develop communication strategies to effectively promote brand equity of Schwarzman College to the target audiences.
11. Effectively manage team dynamics and team members.