

Cheung Kong Graduate School of Business

Creative Content Manager – Global Marketing & Communications

Job Description:

1. Create an editorial plan and schedule for the school’s English-language content production (including the identification of themes and milestones, frequency of articles and social media posts, etc.)
2. Write, edit and publish engaging posts for various social networks, including LinkedIn, Facebook, Twitter and Instagram
3. Optimize social media posts (language, tone, message) based on our target audience’s behaviors
4. Coordinate with internal teams to create promotional posts (e.g. for programs, events, etc.)
5. Run campaigns to boost brand awareness (like promotions and competitions)
6. Track and report on social media insights (traffic, engagement, shares, conversion rates, etc.)
7. Arrange and conduct interviews with faculty, students and alumni on their research, expertise, businesses and/or personal journeys
8. Write articles that promote CKGSB and highlight its differentiations from other business schools in China and globally
9. Update content for the website, including program introductions, key sections (e.g. Alumni, Faculty), school news and events announcements
10. Proactively distribute our news articles to media and partners worldwide for maximum exposure
11. Conduct research and analyses of our competitors, with respect to their positioning on their own channels and their coverage in the media

Qualifications:

- Native English speaker or equivalent
- 3-5 years of experience as a Social Media Copywriter, Communications Professional or Journalist
- Hands-on experience using various social media platforms or digital advertising
- Solid knowledge of SEO, keyword research and analytics tools (e.g. Google Analytics)
- Ability to deliver creative digital content
- Ability to identify trending topics and tailor articles to attract the interest of business editors and readers
- Excellent communication skills
- Experience in ASEAN countries is a plus
- Bachelor’s degree, preferably in Marketing, Communications or a relevant field
- Intermediate-level in writing and speaking Chinese is preferred

To Apply: Please send your resume (CV) and a writing sample to **Ms. E Mei** at meie@ckgsb.edu.cn



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About Cheung Kong Graduate School of Business (CKGSB)

Established in Beijing in November 2002, [Cheung Kong Graduate School of Business](http://www.ckgsb.edu.cn/en) (CKGSB) aims to cultivate transformative business leaders with a global vision, a humanistic spirit, a strong sense of social responsibility and an innovative mind-set. Funded with generous support from the Li Ka Shing Foundation, CKGSB is China's first faculty-governed, independent and private business school.

CKGSB is the preeminent choice for management education among influential business leaders and a new generation of disruptors in China. It is also the preferred choice for academics returning to China from leading global business schools. As a globally oriented business school, CKGSB has been positioning itself for East Asia (China, Korea and Japan) and ASEAN countries.

For more information, visit: <https://english.ckgsb.edu.cn>