

SHANGHAI AMERICAN SCHOOL

JOB DESCRIPTION

TITLE: CHINESE CONTENT DEVELOPER
SCALE: SAS PRC Support staff salary scale

POSITION SUMMARY:

The Chinese Content Developer is responsible for the timely creation and dissemination of communication to the Chinese segments of the SAS community, including both informational and creative content. He/she will work closely with the English Communications Coordinator to achieve a unified brand voice to the community.

SUPERVISED, EVALUATED BY AND REPORTS TO:

- Director of Marketing and Communications

QUALIFICATIONS:

- BA degree or higher in Public Relations, Communications, Journalism, Marketing or related field.
- Prior experience in Communications or public relations
- Native Chinese speaker, fluent in written and spoken English.
- Creativity and ability to translate vision and intent into concrete words and images.
- Strong attention to detail.
- Excellent interpersonal and organizing skills.
- Ability to handle numerous assignments simultaneously and bring to completion.
- Ability to clearly articulate ideas in oral and written communication format

PERFORMANCE RESPONSIBILITIES:

- Understand the personas of Chinese-speaking segments, including their motivations, concerns, and misunderstandings
- Work with English Communications Lead to understand SAS English brand voice and develop Chinese voice persona that both resonates in Chinese and is aligned to brand
- Recommend appropriate Chinese social media channels and formats to reach prospective families
- Write both informational and social media communications in Chinese in a manner that is sensitive to cultural and language nuances
- Develop communications content and stories that represent American education and SAS identity but is culturally relevant to Chinese
- Recommend approach and timing to rollout of Chinese content that is appealing and sustainable
- Monitor feedback and metrics and adjust content, style, etc. if necessary

SAS BELIEVES:

- That each employee makes a significant contribution to our success.
- That contribution is not limited to the assigned responsibilities.

Therefore this position description is designed to outline primary duties, qualifications and job scope, but not limit the employee nor SAS to only the work identified. It is the expectation of the School that each employee will offer his/her services wherever and whenever necessary to ensure the success of our organization.