



Marketing Assistant INTO Suffolk University

Company background

INTO University Partnerships collaborates with leading universities to provide international students with a personalized and highly supportive learning environment allowing them to acclimate to life on a US university campus and prepare for long-term academic success. Since 2006, INTO has launched partnerships to internationalize 22 universities in the US, United Kingdom and Asia.

Reporting line

Reports to Assistant Director of Marketing and Recruitment (ADMR).

Job overview

The Marketing Assistant is responsible for driving and translating content for INTO Suffolk's WeChat posts. This role offers the intern an opportunity to learn about educational recruitment business. This role will be instrumental in increasing our WeChat social media presence and gaining visibility for our brand among Chinese speaking students, parents and agents. This is a part time position (approximately 5 hours per week).

Key accountabilities and duties

- Translating content from English to Chinese before posting to WeChat
- Increase the number of followers by posting and curating clear content.
- Participate in monthly meeting to establish content ideas for the month ahead, and to plan for a monthly social media, editorial, marketing and blogging calendar.
- Liaise with China team Marketing Specialists for content oversight.

Qualifications and Experience

- Demonstrated written communication skills in English and Mandarin.
- Excellent verbal communications skills.
- An interest in marketing, communications, social media.
- Familiarity with WeChat
- Excellent attention to detail and a high motivation to learn.
- Native Mandarin speaker
- The ability to work collaboratively with a team.

Location

This position is temporarily based remotely in Boston, MA due to COVID-19 until employees are directed to return to the INTO Suffolk office.

Compensation

This position is hourly, non-exempt at \$13.50/hour.

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How to Apply

Please click the following link to submit your Resume/CV.

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=784f8d56-cd0b-4d3e-a1ac-d483f8f0a37e&cclid=19000101_000001&jobId=404602&source=CC2&lang=en_US

Application deadline: May 11, 2021

INTO University Partnerships provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. INTO University Partnerships complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities.

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