



Job Description – English Media Relations Officer

Department: Public Affairs

Reports to: Director of Public Affairs

Position Summary

The English Media Relations Officer is responsible for planning, developing and implementing strategies on American and international media relations. S/he manages day-to-day media relations activities and helps the Director oversee media relationships, develop outreach strategies and monitor media coverage.

Responsibilities

- Manage American and international media relations; keep close relationship with major American and international press;
- Facilitate media relations activities including fielding questions and pitching stories, writing press releases, preparing media kits and organizing press conferences;
- Regularly monitor the emerging social and traditional media trends and channels and constantly improve the current media relations strategies and practices;
- Disseminate information to counter any negative publicity and handle crisis and emergency communications;
- Work closely with the Chinese Media Relations Officer to develop and implement a comprehensive social media strategy, consistent in Chinese and English.

Qualification

- **Required Education**
Minimum bachelor's degree
- **Required Experience**
 - At least 5 years of work experience in the media or public relations area or corporate communications related functions, with a main focus on American or international media relations management;

- **Required Knowledge, Skills, and Abilities**

- Excellent written and verbal communication skills;
- Ability to work well under pressure;
- Excellent ability to handle sophisticated situation and deliver results.

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