



New Vacancy - Intern - Communications – CBBC Beijing

Intern - Communications, China-Britain Business Council

Location: Beijing

We are currently recruiting for a Communications Intern based Beijing office. The Communications Intern will support the Marketing & Communications Manager in China to deliver increased, improved; and more engaging communications to members and stakeholders. They will prepare and deliver content on our China facing communications platforms including WeChat, Weibo and our newsletter. Excellent English spoken and written skills are essential and basic design skills are also desirable.

The Role

Providing crucial support to our marketing and communications team in China and the UK, this internship will suit a confident, enthusiastic self-starter who is comfortable taking on responsibility for improving and creating content across all our channels. It is an ideal position for someone looking to develop a career in corporate communications.

Our key audiences include our members in both the UK and China, and key stakeholders including UK and China Government agencies, clients (non-members), other professional bodies/trade associations and the media.

Key Responsibilities

To implement CBBC's marketing and communications in China by:

- Ensuring that all our content and channels reach our quality standards and promote and protect the reputation of CBBC;
- Ensure all digital channels are updated regularly and bilingually in English and Chinese Mandarin, posting news and relevant content and seeking new ways to create and deliver increased engagement through an effective content planning;
- Designing collateral on demand using Photoshop, etc;



- Coordinating a forward plan of activities for CBBC China membership, services and events/products. Creating content and seeking out new 'stories' to tell across all on- and off-line channels, member communications and the media;
- Producing and commissioning clear, engaging and regular high quality content across all channels (e.g. marketing collateral, website, WeChat, Weibo, email, PR, events);
- Translating documents as needed across Simplified Chinese and English;
- As a key part of the marketing & communications team, ensure that colleagues have access to all marketing and communications assets.

Requirements

Specific requirements for the role are as follows:

- Fluent English and Mandarin required;
- A passion for communications and willingness to learn;
- Developing, posting and promoting content across all online and social media channels (website, WeChat, Weibo, direct email etc) to successfully increase reach and engagement rates;
- Basic design skills to develop collateral on demand using Adobe Photoshop。

The job holder will report to the Marketing & Communication Manager, China based in Beijing.

Interested candidates are invited to send a letter explaining how your personality and experience meet our requirements together with detailed CV in both English and Chinese to the following email address: CBBCHR@cbbc.org. Please use "**Communications Intern BJ – Candidate Name**" as the subject of the email.

We regret that only shortlisted candidates will be notified and that applicants who fail to provide a cover letter and use wrong subject of email will not be considered.

The closing date for applications is Monday 25th October however we encourage early applications. We will be reviewing applications as they come in therefore you may be contacted before the closing date if we wish to take forward your application.

Telephone enquiries and personal visits will **NOT** be accepted.