

Cricket Media, Inc.
Bilingual Magazine Marketing (English/Chinese required)
McLean, VA

About Cricket Media:

Cricket Media is a leading international children's media company, producing award-winning mobile apps, digital editions, books, and magazines that connect kids globally to great learning experiences. Cricket Media pairs award-winning digital and physical content with safe and secure collaboration tools to connect K-12 children around the world to enlightening learning experiences. This includes 11 award-winning children's media brands across a full spectrum of formats, languages, devices, and platforms. Cricket Media also hosts the world's largest community of K-12 classrooms enabling students and teachers to safely connect with like-minded learners and educators worldwide. Cricket Media puts the world in the hands of students and teachers by facilitating authentic and dynamic exchanges and collaborations with thousands of classrooms in almost 200 countries and territories. To learn more about our company, visit us at www.cricketmedia.com

About the Position:

Cricket Media is seeking a Marketing Consultant, fluent in English and Chinese, to work in its McLean Virginia office. The Marketing Consultant will launch and execute the marketing plan of Chinese bilingual magazines in the United States and Canada. The magazines will be produced six to nine times a year in both print and digital formats, featuring Chinese and English content. The position reports to the Vice President of Marketing.

Key Responsibilities:

Develop visibility and awareness by

- Developing and implementing PR strategy
 - o Outreach to influencers and press and bloggers
 - Consider outlets and contacts, contact and build relationships, develop content
 - o Social media outreach as necessary
- Developing and implementing advertising strategy through
 - o On/offline advertising including paid media, sampling, retail outlets
 - o Email
 - Identify potential email lists
 - Review and build email database
- Develop all external messaging

Creative Development

- Develop messaging for all necessary platforms
- Develop bilingual/Mandarin copy/creative
- Manage creative development of emails, content, ads, web pages
- Work with the Editorial team to select the best / most-sellable content to feature on the website and in communications

Market research

- Conduct pricing assessments
- Verify existing plan viability (market size, potential, etc.)

Qualifications and Requirements

- Fluency in Chinese and English
- Strong concept development and brainstorming skills
- Ability to apply innovative thinking and creative ideas to generate design solutions
- Detail-oriented, with ability to multi-task
- Sensitivity to and awareness of the parent-child reading experience
- Excellent organizational skills, with the ability to manage complex with geographically dispersed teams
- Ability to thrive in a fast-paced, deadline-conscious, high-growth company
- Strong organizational and project management skills
- Bachelor's degree required; minimum 5 years of experience. Experience developing content for both print and digital platforms is preferred

Working at Cricket Media:

Cricket Media has a diverse workforce with individuals who are leaders in their fields committed to making a difference at the intersection of content, technology, and education. Our staff is universally committed by the desire to “do well and do good.” People who value these ideas, understand how to make them real at scale, and who thrive in a fast-paced environment will do well at Cricket Media.

Our culture values and encourages creativity, transparency, accountability, and integrity. Cricket Media is an equal opportunity employer and does not discriminate in employment. We also offer a full range of employment benefits for our regular full-time employees.

To apply: Send cover letter and resume. **Please reference “Chinese Magazine Marketing”** in the subject line. No phone calls, please.