

Marketing and Communications Specialist

Duke Kunshan University

Job Description

Position Overview:

Duke Kunshan University is seeking a marketing and communications professional to support the university's students and parents outreach in China for an innovative undergraduate degree program. This position will work closely with a dynamic marcom team in raising the program's awareness and driving key messages to its target audiences through an integrated marketing and communications approach.

Reports to:

Communications Director

Essential Duties:

- Develop marketing collaterals (brochure, flyers, banners, gifts, etc.) and digital contents for recruitment outreach events;
- Support online marketing campaigns on various relevant platforms (Baidu, online portals, and other sites popular among high-school students and parents);
- Support social media campaigns on WeChat, Weibo, Zhihu, etc. to disseminate recruitment messages and lead discussions;
- Engage Chinese media reporters to maximize the university and the undergrad program exposure on mainstream national media as well as local media at provincial and municipal levels;
- Liaison with the student recruitment team to align messages and to collaborate with their on-the-road efforts;
- Other tasks as assigned;
- University employees' job responsibilities will continue to expand in scope and depth as the university grows in size and complexity in its programs.

Required Qualifications:

- Two-year work experience, particularly in marketing, communication or a related field, is desirable but not required;
- Bachelor degree or above;
- Highly motivated with proven ability to handle pressure, be organized and meet strict deadlines;

- Understanding of consumer insights, trends and cultures of high-school students and parents in China is desirable;
- Passion for marketing, technology, and digital fields;
- Strong analytical, communication and project management skills;
- Fluent spoken and written Chinese and English;
- Knowledge of the education sector will be a plus though not a must.