

## **Intern for Digital Marketing of Graduate Programs**

### **Duke Kunshan University**

#### **Job Description**

##### **Position Overview:**

Duke Kunshan University graduate programs seeks an intern to assist the development of digital marketing strategies and tactics for its graduate programs to increase the programs' awareness and support their recruitment.

##### **Reports to:**

(Senior) Global Marketing Officer (vacant, now report to Dr. Shuyi Wang, the Director of Graduate Programs and Recruitment)

##### **Essential Duties:**

- Conduct market research to identify prospective students and possible audience
- Monitor website traffic and market trends
- Develop marketing tools which may include email campaigns, search engine marketing and social media marketing
- Develop promotional materials including email campaign contents, programs' web pages, brochures and videos
- Work closely with relevant teams on recruitment campaigns
- Other tasks assigned by the line manager

##### **Required Qualifications:**

- Undergraduates major in marketing or relevant areas. Graduate students are preferred. Students major in communication, journalism, science or engineering etc. with experience or strong interest in marketing are welcome to apply.
- Strong communication skills, fluent in both English and Chinese.
- Highly motivated, analytical, and organized.