

## **(Senior) Global Marketing Officer (Rank Open)**

### **Duke Kunshan University**

#### **Job Description**

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

Duke Kunshan University (DKU) seeks a creative, analytical and organized marketing and communication officer for its graduate programs, including Electrical and Computer Engineering, Environmental Policy, Medical Physics, Management Studies and Global Health, to drive key messages to their target audiences through an integrated marketing and communications approach. DKU is looking for qualified candidates who are willing and able to plan and take part in a wide variety of marketing activities that will promote DKU's graduate degree programs offered in Kunshan, China.

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

Director of Graduate Programs and Recruitment

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

- 50% Build, execute and track digital marketing strategies and tactics including but not limited to email campaigns, search engine marketing, social media marketing, through research, benchmarking, and audience identification, to increase the programs' awareness and support their recruitment in markets outside of China, such as North America, Latin America and Asia Pacific. More specifically, it may include utilizing digital channels globally such as Google SEM/SEO, Facebook, Instagram to arise programs' interests among target audiences and generate leads for program recruiters. It may include initiating social media campaign to boost the programs' awareness, build community of advocates, increase traffic, and drive leads. It may also include monitoring and analyzing website usage trends (using Google Analytics or similar tools) and recommending website changes based on user behavior.
- 20% In conjunction with recruiters of DKU graduate programs, develop promotional materials in English including email campaign contents, programs' web pages, brochures and videos. It also includes producing regular news and information that can be published on the Duke University's and DKU's website, as well the management and execution of outreach events.
- 20% Provide marketing advice and support to DKU graduate programs in terms of their domestic marketing strategies.
- 5% Maintain detailed and accurate budget for all marketing efforts. Manage business expenses

according to DKU policies and procedures as applicable.

- 5% 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:**

- 4 or more years of work experience in marketing, communication or a related field.
- Bachelor's degree or above.
- Strong analytical, communication and project management skills.
- General understanding of HTML, Web and Mobile. Knowledge of the graduate recruitment international market is a plus but though not a must.
- Demonstrated ability to grasp and use new technologies. Must be comfortable in a highly computerized environment, including database management, and forms of popular social media.
- Demonstrated project management and planning skills for complex projects with tight deadlines.
- Demonstrated experience with managing budget and expenses.
- Ability to be an effective team member and to work independently with a positive attitude.
- Strong interpersonal, written, and oral communication skills in English. Chinese would be a plus.
- Highly organized with ability to manage multiple responsibilities simultaneously in a fast-paced environment.
- Results-oriented individual with strong critical thinking and analytical skills.