

## **Intern for Communication (Digital Marketing)**

### **Duke Kunshan University**

#### **Job Description**

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

The intern will primarily play an active role in the development of Duke Kunshan's online presence across a range of Chinese and international digital platforms.

He or she will help to maintain Duke Kunshan's presence on both website and social media platforms, and help create and publish content that is relevant to younger generation around the globe.

The intern will learn how to reach communities, and promote events or programs through the internet and gain experience in social media platforms and the tools used to assess their performance.

This role will be instrumental in increasing our social media presence and gaining visibility for our brand among students and candidates.

**Reports to:** Manager of Communications

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

- Assist to updates social media accounts in a timely manner.
- Organizes and archives digital images and videos.
- Regularly observes the online activity of model organizations researches and reports on social media best practices.
- Use online tools to assess trends and activity on the website and social media platforms.
- Reviews data on the performance of social media platforms and adjusts plans or strategies to optimize reach.
- Support administrative management for the Communications team.
- Other tasks as assigned.

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

- Creative self-starter who is comfortable with both taking initiative and working in collaboration.
- Experience with Microsoft applications, basic photo-editing and video-editing software.
- Familiarity and facility with mainstream social media platforms, including but not limited to Facebook, Instagram, Weibo and WeChat.