

Communications and Social Media Specialist

Duke Kunshan University

Job Description

Position Overview:

Duke Kunshan University seeks a creative, analytical and organized communications and social media specialist to manage the university's official social media accounts including but not limited to WeChat, Sina Weibo, Jinri Toutiao, as well as to assist her or his supervisor in developing communications strategies and contents to be pitched to media outlets. In this position, he or she is primarily responsible for interacting with targeting virtual communities and network users to promote the university to new audiences. He or she must be able to create consistent, meaningful content on social media platforms, interpret social media metrics and take action to increase effectiveness of social media campaigns.

Reports to:

This position reports dually to Manager of Communications, and Senior Director, Strategic Marketing and Communications.

Essential Duties:

- Build and execute social media strategies through research, benchmarking, messaging, and audience identification; create and implement social media marketing plan and editorial calendar.
- Manage and maintain the university's official social media accounts ensuring the integrity and functionality of the university's social presence. Generate, edit, publish and share daily content, which should be fun, imaginative and relevant, promoting user participation and engagement from target audiences. Collaborate with other departments to get information on events, possible stories, research initiatives, student life, etc.
- Initiate social media campaign to boost the university's brand awareness, build community of advocates, increase traffic, and driving leads.
- Track and analyze analytics reports to gain insight on traffic, demographics, and effectiveness; utilize this information to positively affect future outcomes.
- Maintain relationships with social media KOLs.
- Assist with issue management.
- 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:

- Bachelor's degree or above. Work experience preferred but not required.
- Fluency in both written and spoken English and Chinese required.
- Passion for social media platforms in China.
- Must be a highly motivated, creative and analytical self-starter who works well independently and in a team environment.
- Excellent communication skills, ability to work with a variety of colleagues.
- Preferably the candidate should be familiar with younger generations' interest and preference of obtaining information.
- Minimum requirements may be met by an equivalent combination of education, experience, and skills.