

Specialist, University Branding and Marketing

Duke Kunshan University

Job Description

Position Overview:

Duke Kunshan University is looking for a marketing professional to support the university's brand building efforts in China and around the world. This position will work closely with the team in raising the university's brand awareness and reputation globally through innovative and strategic approaches.

Report to:

Senior Officer, University Branding & Marketing

Essential Duties:

- Conduct market research, identify and prioritize key marketing challenges and opportunities, monitor brand performance, develop and execute branding and marketing strategies/plans.
- Develop marketing tools and materials, including brochures, gifts, videos and digital assets.
- Develop digital marketing strategies and efforts.
- Proactively identify opportunities for cross-branding campaigns. Design and drive branding campaigns and events, e.g. partnerships, forums/symposiums/conferences and promotional campaigns, according to brand strategies and in a synergistic and integrated manner.
- Build solid partnerships with other brands and KOLs within and beyond the education sector.
- 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. Relevant work experience desired but not required.
- Passion in strategic planning and branding. Understanding of the education sector is a definite plus.
- Analytical and creative self-starter. Works well both independently and in a teamwork.
- Strong communication skills, able to interact with internal and external stakeholders.
- Fluency in both written and oral English and Chinese required.
- Minimum requirements may be met by an equivalent combination of education, experience, and skills.