

**Web Manager**  
**Duke Kunshan University**  
**Job Description**

**Position Overview:**

Duke Kunshan University seeks a Web Manager to manage the university's official websites as well as to provide web-related marketing support. This position is primarily responsible for developing and maintaining a high-performance web presence that supports the university's branding and marketing goals. This position works closely with Duke Kunshan staff and third-party vendors to advise and implement web upgrades and devise effective strategies to enhance the official website's online search engine friendliness and accessibility.

**Reports to:**

Senior Director, Strategic Marketing and Communications

**Essential Duties:**

- Manage and maintain the university's official websites ensuring the integrity and functionality of the university's web presence.
- Lead and supervise the website's graphic and content upgrades as well other user experience improvements;
- Monitor and analyze website usage trends (using Google Analytics or similar tools) and recommend website changes based on user behavior;
- Provide frameworks, oversight and training for staff members of the university's various teams, centers, programs or taskforces;
- Research and advocate for new ways of incorporating electronic information and communication into the current website to enhance interactivity and user experience;
- Support web-related digital marketing efforts such as SEO, SEM, and SEP;
- Identify and work with external vendors on a regular basis to provide desired results;
- Other tasks as assigned.
- University employees' job responsibilities will continue to expand in scope and depth as the university grow in size and complexity in its programs.

**Required Qualifications:**

- Bachelor's degree in a related field.
- At least six years of experience in managing websites, including two years of hands-on experience in web development (design, maintenance, coding, etc).
- Knowledge of Drupal, HTML, and CSS is preferred.
- Must be a highly organized and detail-oriented self-starter who works well independently and in a team environment.
- Experience in supporting marketing campaigns and projects (SEO, SEM, SEP, etc.) is preferred.
- Proficiency in using Adobe Creative Suite (Photoshop, Illustrator and InDesign) is a plus.
- Good communication skills, ability to work with a variety of colleagues.
- Minimum requirements may be met by an equivalent combination of education, experience, and skills.
- Language skills in both Mandarin and English.