

Communications Manager
Duke Kunshan University
Job Description

Position Overview:

The Communications Manager conveys understanding and inspires excitement about the accomplishments and scholarship of faculty, students and alumni at Duke Kunshan University through traditional and new methods of communication. The Communications Manager works closely with people and programs across Duke Kunshan University to engage, inform and influence external audiences, and build solid working relationships with media outlets and KOLs.

Reports to:

Senior Director, Strategic Marketing and Public Relations

Essential Duties:

- Work with people and programs across Duke Kunshan University to develop external communications strategies, tactics and materials. This includes developing communication materials such as press releases, feature articles, op-eds and newsletters; editing Chinese-language external communications materials; and handling other editorial and related duties as assigned.
- Build and maintain solid working relationships with Chinese-language media outlets and KOLs in China and across the globe.
- Develop and implement communications initiatives including interviews, media workshops and media events.
- Manage third-party agencies and communications budget.
- 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:

- Ability to build solid working relationships with reporters and interact with senior management, faculty, staff, students and alumni.
- Ability to multi-task, manage projects and meet deadlines.
- Passion for writing and storytelling.

- At least five to seven years of experience in journalism, communications or a related industry.
Journalism experience is a definite plus.
- Fluency in written and spoken Chinese and English.
- Bachelor's degree or above.
- Minimum requirements may be met by an equivalent combination of education, experience and skills.