

Development Manager
Duke Kunshan University
Job Description

Position Overview:

Duke Kunshan University (DKU) is a Sino-foreign Cooperative University approved by the Ministry of Education and founded by Duke University, Wuhan University and Kunshan City Government. DKU is a non-profit public welfare social organization with independent legal status. The position is based in Kunshan.

The Development Manager is an integral member of DKU's development team, which consists of professionals in Durham, NC as well as Kunshan. This integrated team has joint accountability for fundraising and business development to find resources and establish networks to support the short-term as well as long-term success of Duke Kunshan. Working closely with the Development Team and other Duke Kunshan departments/teams, the Development Manager also support development communication and alumni relations work with the ultimate goal of enhancing DKU branding and achieving development goals.

Reports to:

Director of Development, DKU

Essential Duties:

Fundraising and Development

- Support planning and execution of comprehensive major gift fundraising strategies and efforts to include alumni, parents, Advisory Board members, prospective individual and corporate donors and friends of DKU.
- Prospect identification and strategy: Identify prospects through fieldwork, screening, and research, in coordination with Duke University Development team. Update prospect and key contact lists. Recommend priorities and approaches for in-person and other follow-up.
- Prospect engagement: Help develop and maintain the prospect engagement plan; help secure appointments with prospects; meeting with prospects jointly with the development director or on his/her own to cultivate the relationship; prepare prospect briefings for meetings; compile and refine meeting minutes.
- Create and organize strategic programs or events to support fundraising goals.

- Promote the DKU brand through various platforms and interactions with individuals and corporations.

Development Communication

- Design and deliver innovative communication platforms, campaigns or programs that engage DKU donors, Advisory Board members, DKU Foundation board members, alumni, and other key stakeholders.
- Ensure that internal and external audiences are kept apprised of University updates through E-newsletters, mailings and social media, etc.
- Write proposals to individual and corporate prospects. Help with other correspondence, as needed.
- Write and edit donor reports.
- Write, edit, and manage digital content through the Foundation's website and other social media outlets to effectively engage, inform, or promote events, programs, and University news.
- Support the marketing and communication of events.

Alumni Relations

- Strategize, plan and build DKU alumni relation platforms, programs and database to create a strong, supportive and engaging DKU alumni network.
- Plan and organize alumni events and programs, working together with DKU cross-functional teams and Duke alumni association, to build bridges between DKU, DKU/Duke alumni and students.
- In coordination with DKU career center teams, support alumni career mentorship program to establish the link between Duke and DKU alumni and students on campus.

Other Duties

- Perform other administrative tasks as needed.
- 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:

- Work requires communications, analytical and organizational skills generally acquired through completion of a bachelor's degree program. MBA or other relevant advanced degree desirable.
- Requires at least five years of work experience (or an equivalent combination of relevant work experience and education) in alumni affairs, public relations, fund raising, sales and promotions,

marketing, or a related field sufficient to acquire skills necessary to administer, coordinate and/or participate in general fund raising activities and proposal development.

- The position also requires experience in relationship development with diverse organizations and constituencies.
- Fluency in English and Mandarin.
- Comprehensive knowledge of China.
- Familiarity with Western higher education models.
- Program and event planning, marketing and communications, and development expertise.