

Digital Communications Specialist

Duke Kunshan University

Job Description

Position Overview:

Duke Kunshan University seeks a Digital Communications Specialist to manage the university's social media accounts and online platforms. Duke Kunshan is a fast-growing institution and have many stories to tell on social media to document its exciting moments. With students from all over the world, we want our online initiatives to reflect the global nature of our university, but also the tight-knit community that we are creating where students learn and interact with the each other, faculty members and the community around them.

We are looking for the right person to light up our social media accounts and online platforms with creative content, telling stories that speak to our audience and attract more followers, and develop the brand of our young and innovative institution. This is an excellent opportunity for someone who is passionate, creative and driven by the idea of contributing to the development of a new and exciting university.

Reports to:

Senior Director of Strategic Marketing and Public Relations

Essential Duties:

- Manage social media accounts and online platforms. Write and edit social media related content. Content should be fun, imaginative and relevant, promoting user participation and engagement from target audiences.
- Liaise with other departments in the University to get information on events, possible stories, research initiatives, student life, etc.
- Engage with the following target audience: prospective students, current students, parents and other relevant stakeholders.
- Stay up to date with trends across different platforms, monitor user engagement and suggest content optimization.
- Create and implement social media promotional campaigns.
- Maintain working knowledge of each social media channel's analytics tools and use them to evaluate ROI. Generate reports highlighting growth in followers and engagement.

- Perform other duties 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:

- Passion in writing and story-telling.
- Fluent in both Chinese and English (written & spoken).
- Understanding of social media and digital trends in different parts around the world, understanding of user demographics and how to target certain audiences.
- Work well both independently and in a team.
- Prior work experience is welcomed but not required. Please feel free to send your writing samples if any.
- Bachelor's degree or above in any discipline.