

**Enrollment and Marketing Officer**  
**Duke Kunshan University**  
**Job Description**

**Position Overview:**

Duke Kunshan University seeks an Enrollment and Marketing Officer (EMO) to join a dynamic and fast growing global team that is responsible for international student recruitment, admissions and enrollment. In this role, the EMO will develop, execute and track marketing strategies and tactics to support international student recruitment in target markets around the world. The EMO will work collaboratively with the Enrollment Management team, Communications team and other relevant departments to understand student recruiting opportunities and develop lead cultivation and conversion strategies that will meet stated goals. This role is responsible for both the generation of leads as well as contributing to the conversion of qualified leads to applicants. 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:**

International Enrollment and Marketing Manager

**Essential Duties:**

- Conduct market research by using both internal and external data sources to help inform recruitment strategies, monitor competitive movements and market trends, and create personas of key demographic targets.
- Research effective digital marketing and advertising strategies by key region, such as local education portals, agencies and influencers in support of recruitment efforts.
- Help to develop point of sales materials, such as brochures, flyers and videos.
- Receive visitors at the university and conduct campus tours and program presentations.
- Work closely with relevant teams on recruitment campaigns.
- Provide administrative support to the enrollment management team.
- Assist with event planning and delivery.
- Work in CRM system on contact management, campaigns and reports.
- 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:**

- Work experience in marketing, admissions or a related field.
- Bachelor's degree, preferably in marketing, communications or other relevant majors.
- Proven ability to handle pressure, be organized and meet strict deadlines.
- Understanding of consumer insights, trends and cultures in regions outside of China.
- Passion for marketing, technology, and digital fields.
- Strong analytical, communication and project management skills.
- Excellent customer service and presentation skills.
- Excellent spoken and written English.
- Motivation for working in a global environment.

**Preferred Qualifications:**

- Master's degree in a relevant field.
- Experience in the education sector.
- Chinese fluency.
- Graphic design and video editing capabilities.