

## **Marketing Manager/Associate Manager, Asia Pacific Region**

### **Duke Kunshan University**

#### **Job Description**

##### **Position Overview:**

Develop, execute and track marketing strategies and tactics of Duke Kunshan University to increase brand awareness/reputation and support student recruitment in the Asia Pacific region (excluding mainland China), such as Hong Kong, Taiwan, India, Indonesia, Thailand, South Korea, Malaysia and Singapore. You will be joining a dynamic and collaborative team where integrity and quality of work is paramount.

##### **Reports to:**

Senior Director, Strategic Marketing and Public Relations

##### **Essential Duties:**

- Conduct market research, monitor competitive movements and market trends.
- Leverage digital channels globally such as Facebook, Instagram, Snapchat, Google SEM/SEO to support the organization's marketing and communications goals in the marketplace.
- English website and CI/VI management.
- Develop point of sales materials, such as brochure and video.
- Identify external opportunities to position and profile the organization's existing KOLs.
- Proactively identify opportunities of cross-marketing campaigns with other premium brands.
- Work closely with relevant teams on recruitment campaigns.
- Provide support, coaching, development and training to staff.
- 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:**

- Highly motivated. Proven ability to handle pressure, be organized and meet strict deadlines.
- Understanding of consumer insights, trends and cultures in the Asia Pacific region. Chinese nationals with experiences studying/living in the region or foreign national from the region will be desirable.
- Strategic thinker. Passion for marketing, technology, and digital fields .
- Strong communication and leadership skills with project management experience.

- 5 years+ work experience in marketing, communication or a related field, minimum 1 years' experience at management level. Work experience in the digital field will be a plus.
- Bachelor degree or above in Science & Engineering, Marketing, Journalism or relevant majors. Master degree or MBA will be a plus.
- General understanding of HTML, Web and Mobile
- Fluent spoken and written English. Chinese fluency preferred though not mandatory.
- Knowledge of the education sector will be a plus though not a must.