

Marketing Specialist, 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:

Marketing/Associate Manager, Asia Pacific Region

Essential Duties:

- Conduct market research, monitor competitive movements and market trends.
- Leverage digital channels globally such as Facebook, Instagram, Snapchat, SEM/SEO to support the organization's marketing and communications goals in the marketplace.
- 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.
- 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, particularly in marketing, communication or a related field, is desirable but not required.
- Bachelor degree or above in Science & Engineering, Marketing, Journalism or relevant majors. Master degree will be a plus.
- 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 is desirable. Chinese nationals with experiences studying/living in the region or foreign national from the region will be desirable.
- Passion for marketing, technology, and digital fields.
- Strong analytical, communication and project management skills.
- Fluent spoken and written English. Chinese fluency preferred though not mandatory.
- Knowledge of the education sector will be a plus though not a must.