

Intern for ECE Marketing
Duke Kunshan University
Job Description

Position Overview:

Electrical and computer engineering program of Duke Kunshan University seeks a creative, analytical and organized student intern to work on communication and social media, as well as to assist her or his supervisor in developing communications strategies and contents to be pitched to media outlets. In this position, he or she is primarily responsible for interacting with targeting virtual communities and network users to promote the program to new audiences. He or she must be able to create consistent, meaningful content on social media platforms, interpret social media metrics and take action to increase effectiveness of social media campaigns.

Reports to:

Doris Dai, Recruitment and Admission Officer of Electrical and Computer Engineering program, Global student recruitment and marketing team

Essential Duties:

- Organizes and archives digital images and videos.
- Regularly observes the online activities and reports to determine best practices for social media.
- Use online tools to assess trends and activities on website and social media platforms.
- Reviews data from social media platforms and adjusts plans or strategies to optimize performance.
- Support administrative management for the electrical and computer engineering team.
- Other tasks as assigned.

Required Qualifications:

- Enrolled in a degree-granting educational institution (both undergraduate and graduate students will be considered).
- Creative self-starter who is comfortable with both taking initiative and working in a collaborative team.
- Experience with Microsoft applications, photo-editing and video-editing software.
- Familiar with mainstream social media platforms, including but not limited to WeChat, Weibo, Facebook, Instagram, etc.

- Excellent oral and written communication skills in both English and Chinese.